

ADONIS

THE ART MAGAZINE OF THE MALE PHYSIQUE

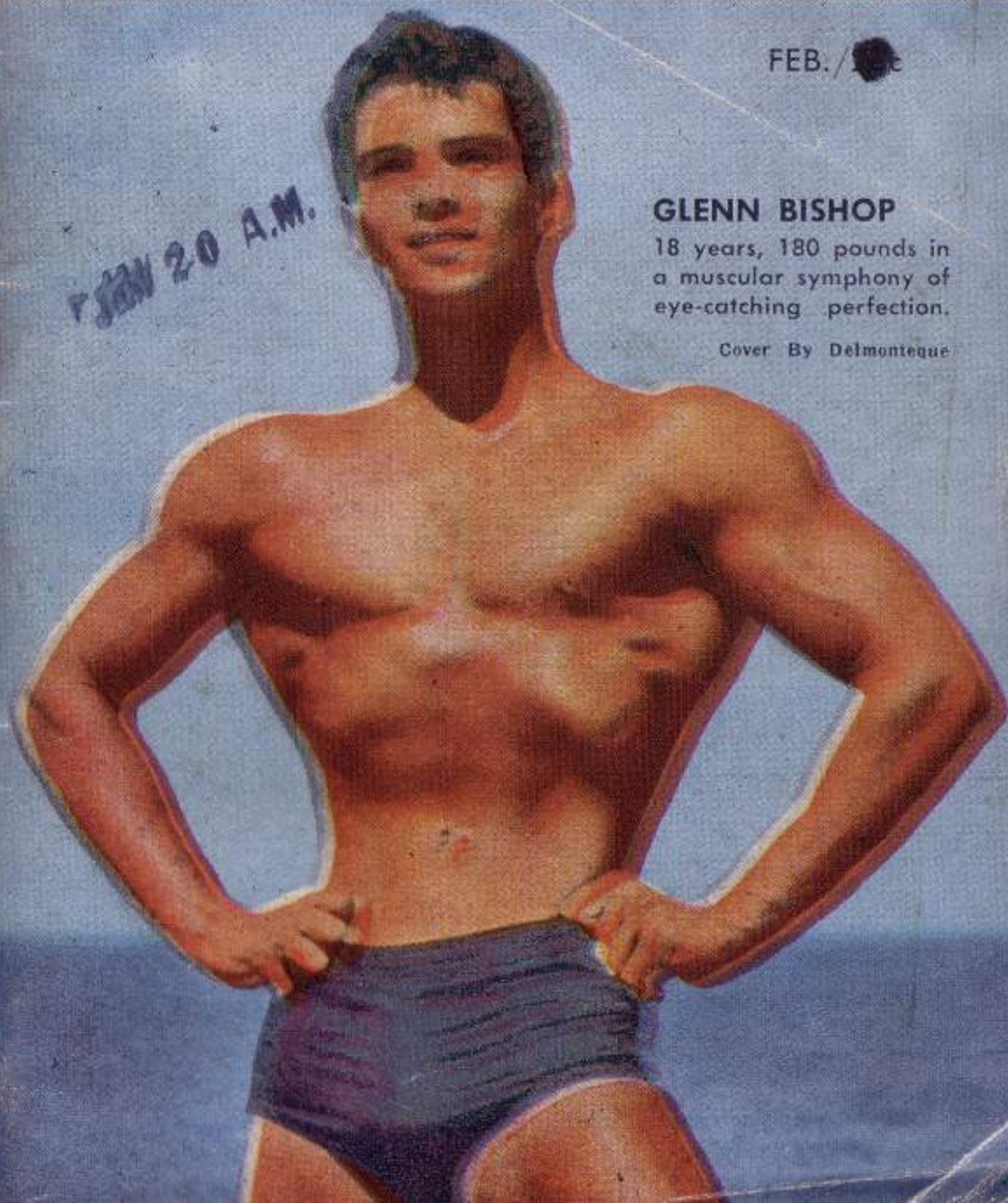
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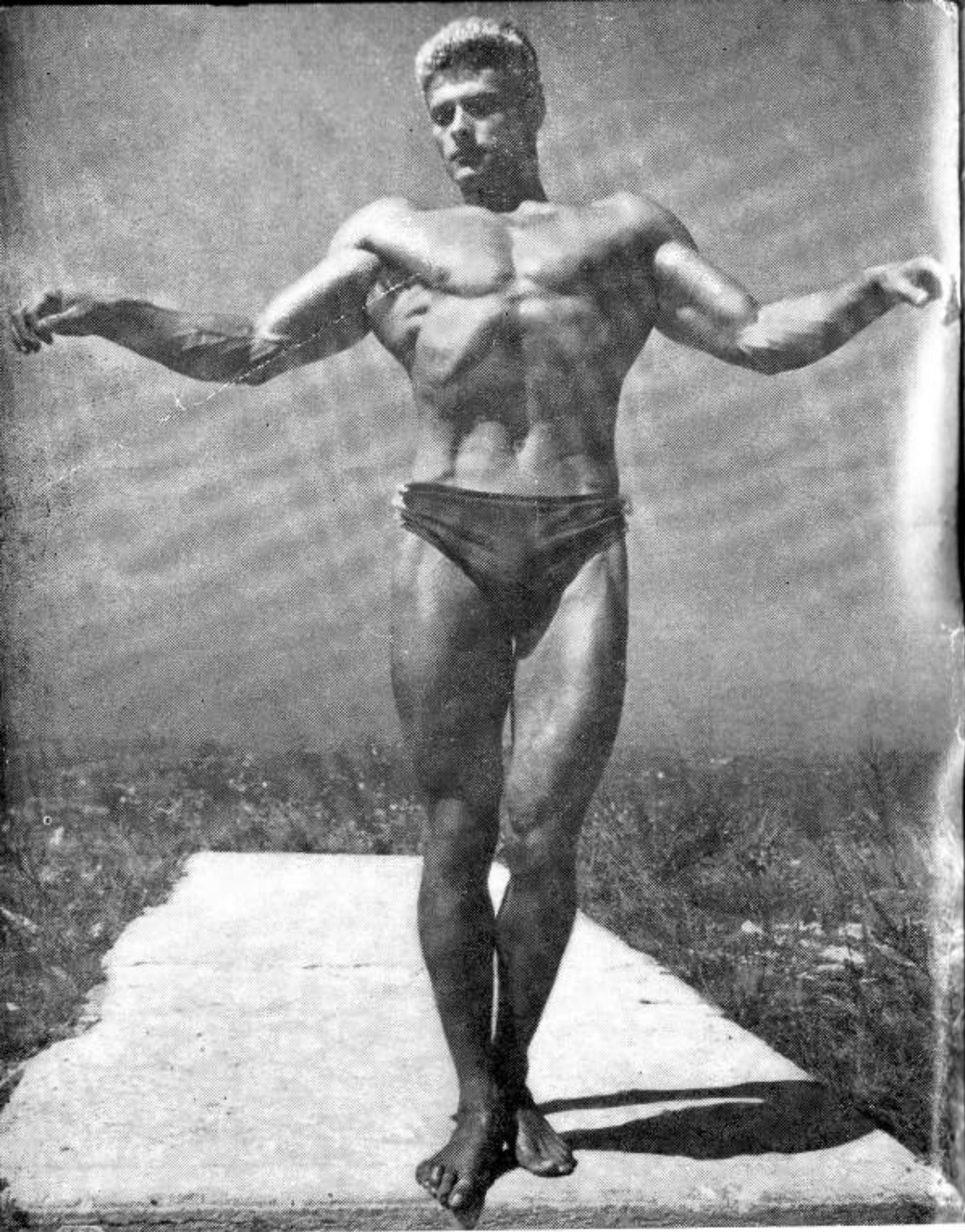
JAN 20 A.M.

GLENN BISHOP

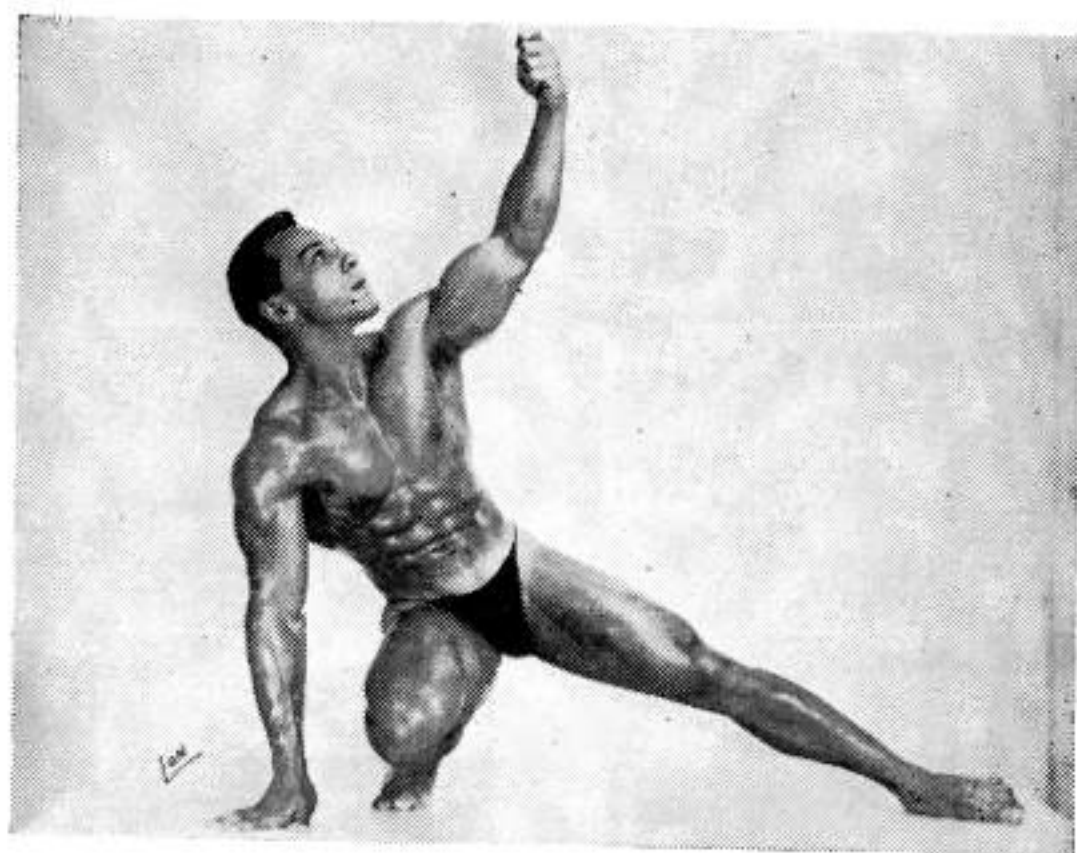
18 years, 180 pounds in
a muscular symphony of
eye-catching perfection.

Cover By Delmonteque





ROBERT DURANTON by **Arax**
The body beautiful translated into French



Publisher
Joseph Weider

Editor—*Hal Warner*

Art Directors

Lon

Russ Warner

Tony Lanza

Bruce of Los Angeles

Spartan

Cliff Oetinger

Robert Gebbe

Bob Delmonteque

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Foreword

To all of you who have "snowed us in" with your wonderful letters, cards, phone calls, and even telegrams of congratulation on our first issue of ADONIS . . . all high greeting and thanks from the bottoms of our hearts.

It is not easy to publish a magazine that delves into uncharted seas of public opinion such as has ADONIS, but the fact of the matter is that you have made us feel welcome . . . a truly wonderful feeling to experience at this, the advent of Christmastide.

In succeeding issues of ADONIS you will find that we have taken into account all types of readers, and their expressed desires. In so doing we are planning special
(Continued on page 44)

the constant star

Since that famous day in May 1947 when Steve Reeves was declared Mr. America, no physique star of modern times has so fired the imagination of the world's bodybuilders as has this handsome young man.

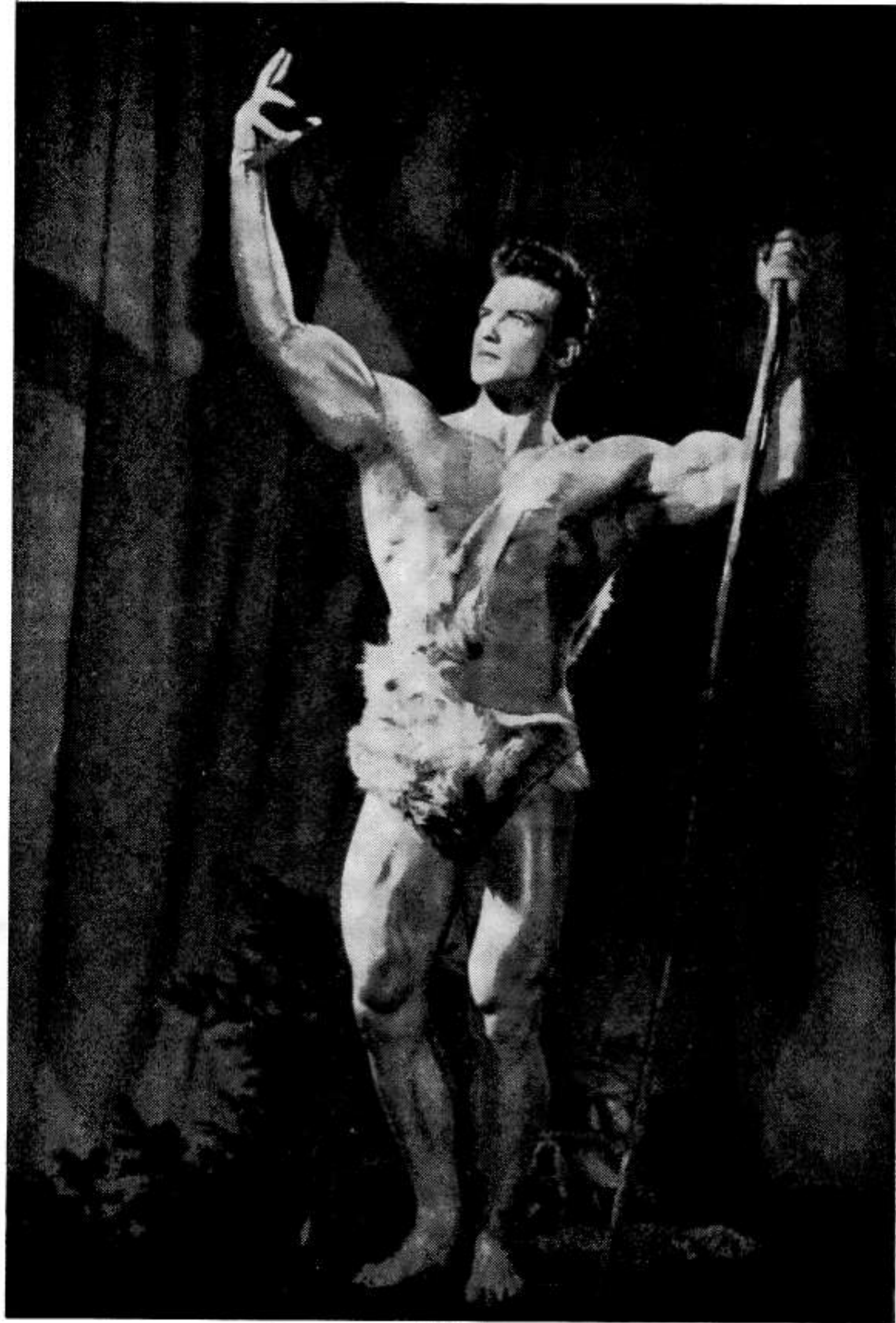
Steve has consistently worked toward the goal of a theatrical career, for which he is so eminently qualified, and the first fruits of his labors are found in his new starring motion picture, "Athena", which we had the privilege of previewing for our readers last month in ADONIS.

Although Steve, of necessity, has geared his training schedule toward maintaining the ultra-slenderness which the motion picture camera demands, his broad manly shoulders, capped with sensational deltoids, still angle downward to that fabulous 29 inch waist. His calves, measured only last month in a Manhattan gymnasium, have lost none
(Continued on page 45)



STEVE REEVES

As "Mr. Universe" by Mercer

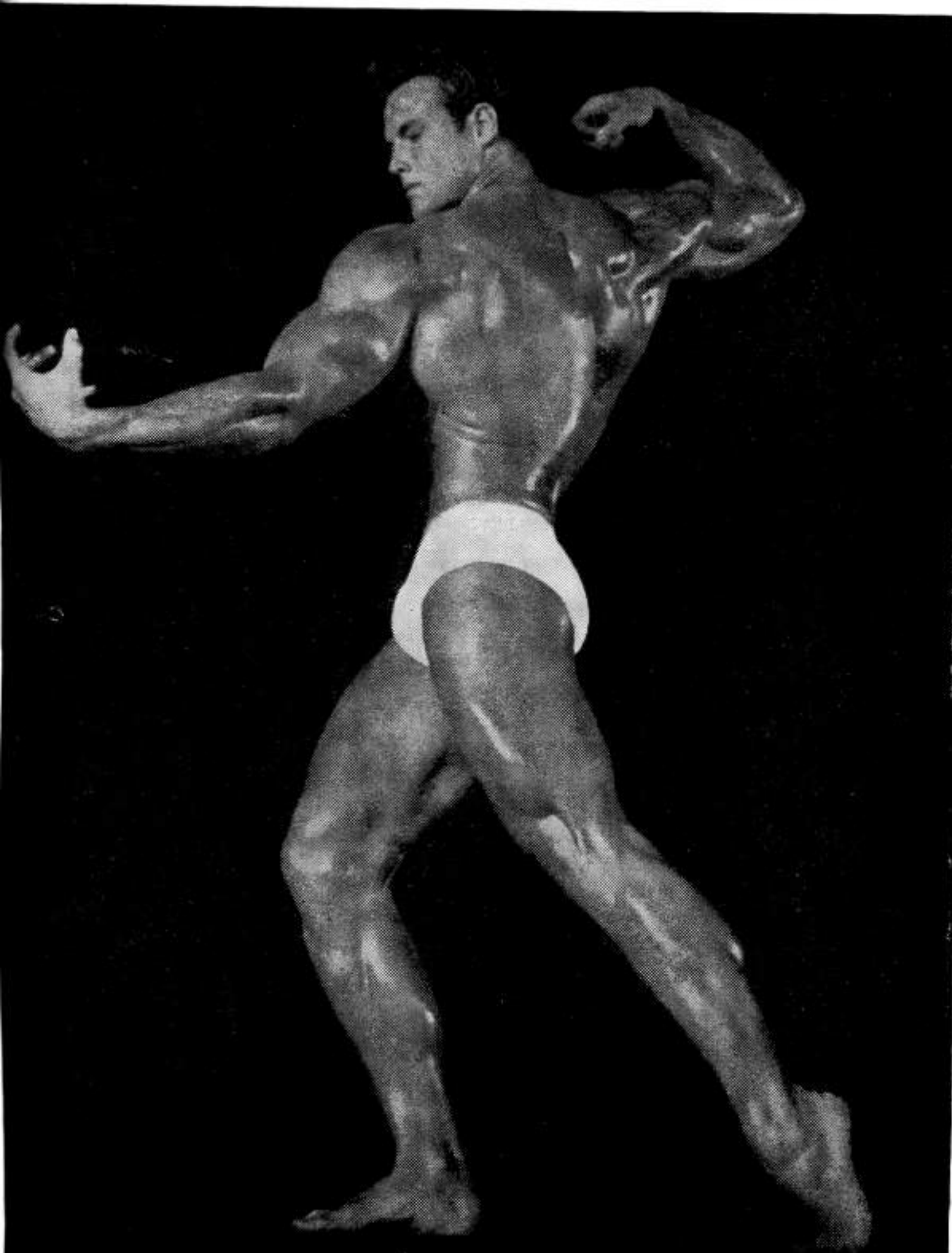


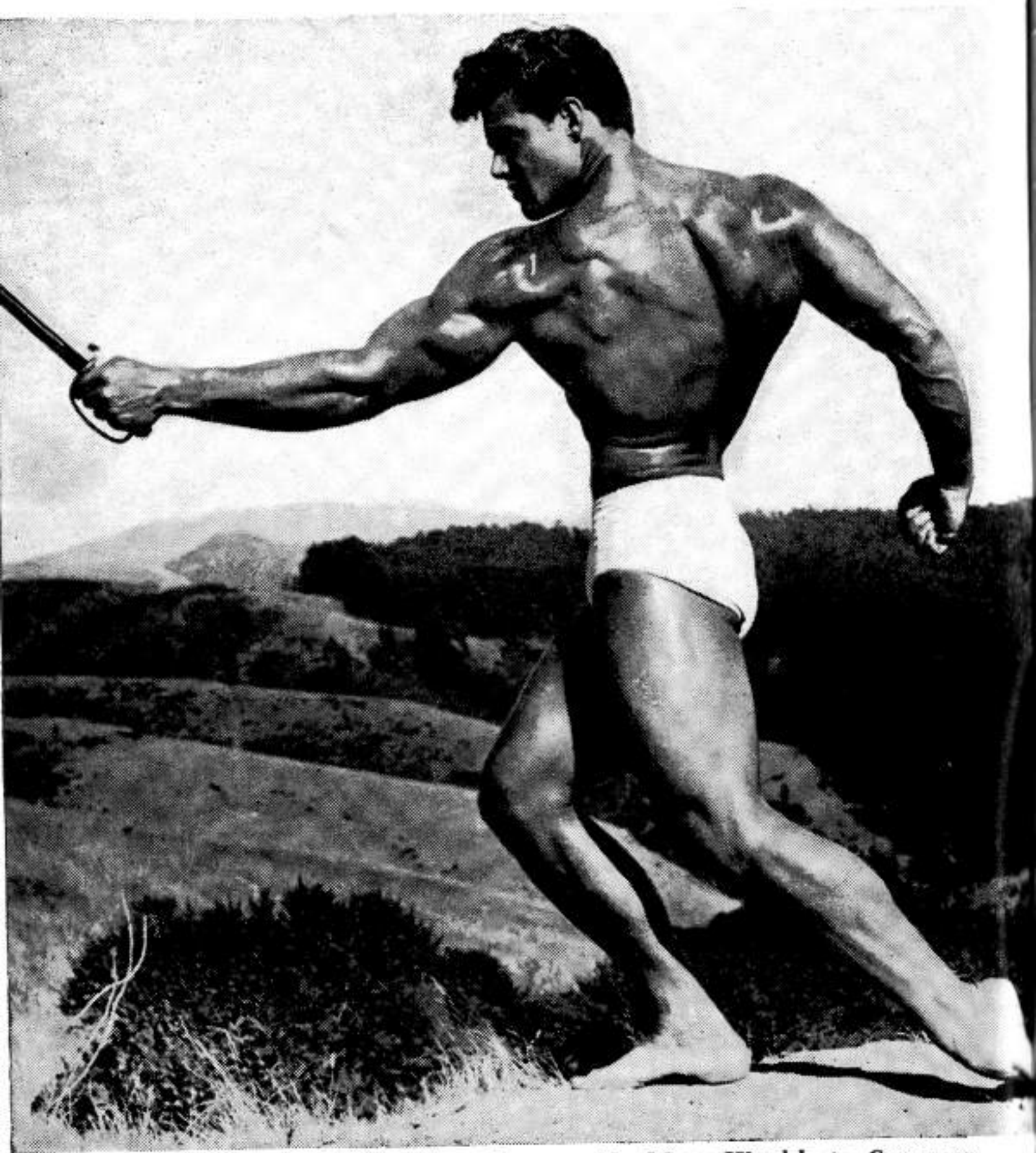
Steve in a Biblical Interpretation by Arax

"Mr. America High on a Windy Hill"



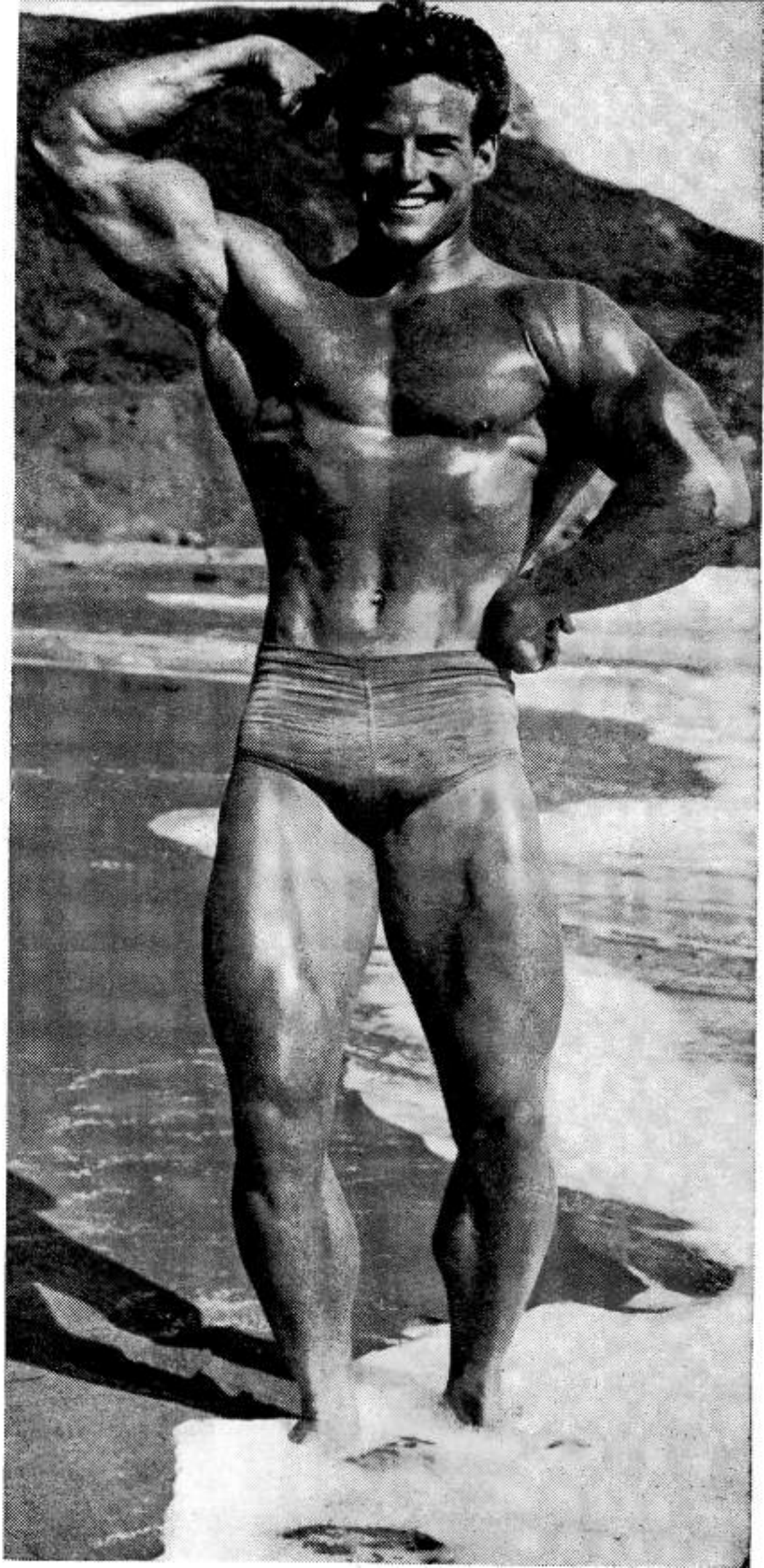
"Le Plus Bel Athlete du Monde, 1948" by Arax





A Young Alexander . . . No More Worlds to Conquer

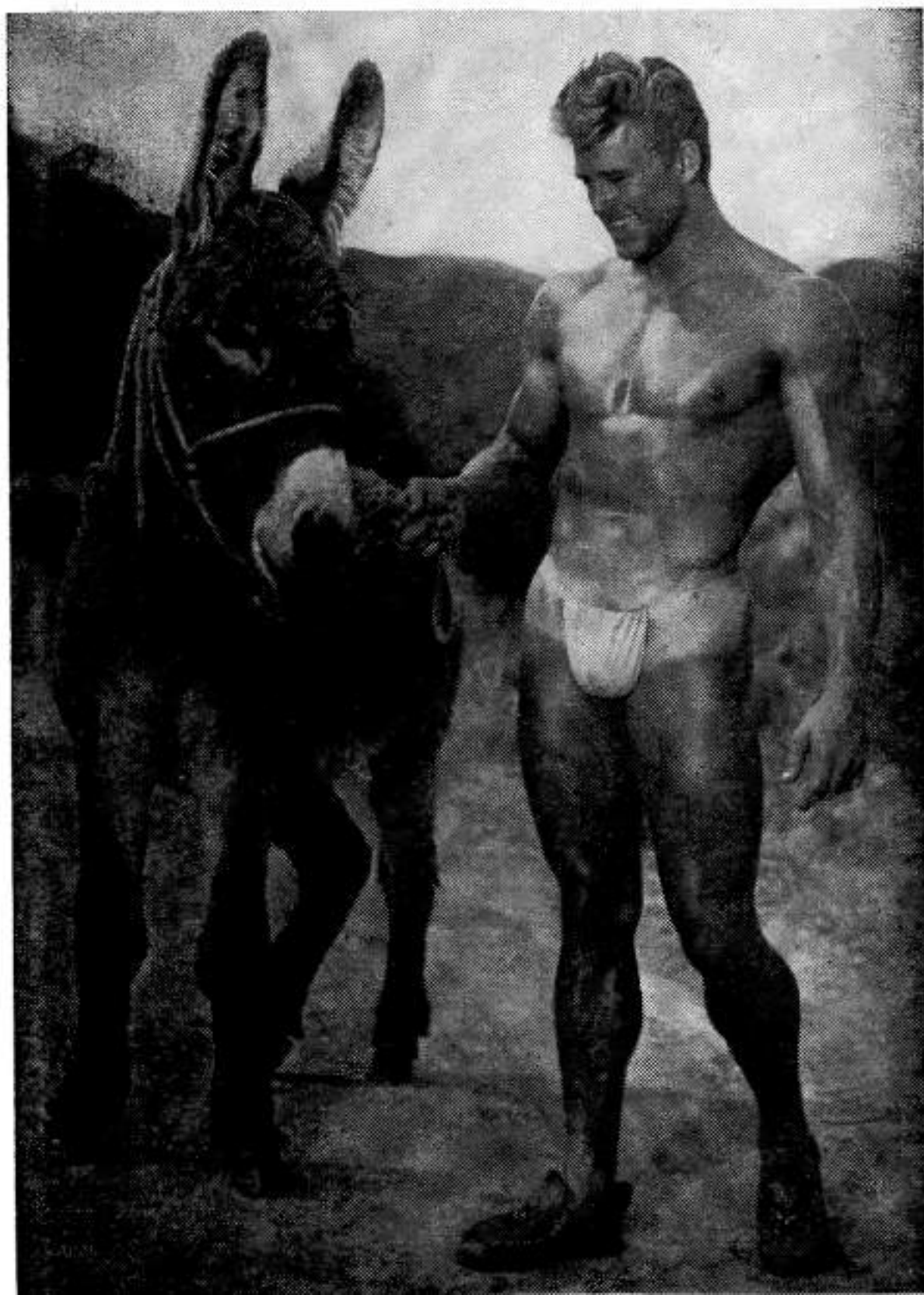
**GOD OF
THE SEA**



''flex 'n' chatter''

Sunny California has long been famed for her Muscle Beach, that gorgeous hunk o' sand with the waving palms and the bulging biceps. Not to be outranked as a Mecca of Muscledom, however, is her big sister, New York . . . for Eastern bodybuilders, from the rock-bound coast of you-know-where to the cloying climes of fabulous Florida are flocking in droves each year to Fire Island.

"On the Trail" Ed Fury and Friend by AMG



This idyllic spot nestles cozily in a secluded part of Long Island, easily reached by plane (just rev up my Beechcraft, Jeeves!), or by an enormously obese ferry-boat bearing the somewhat piquant name . . . "Fire Island Belle".

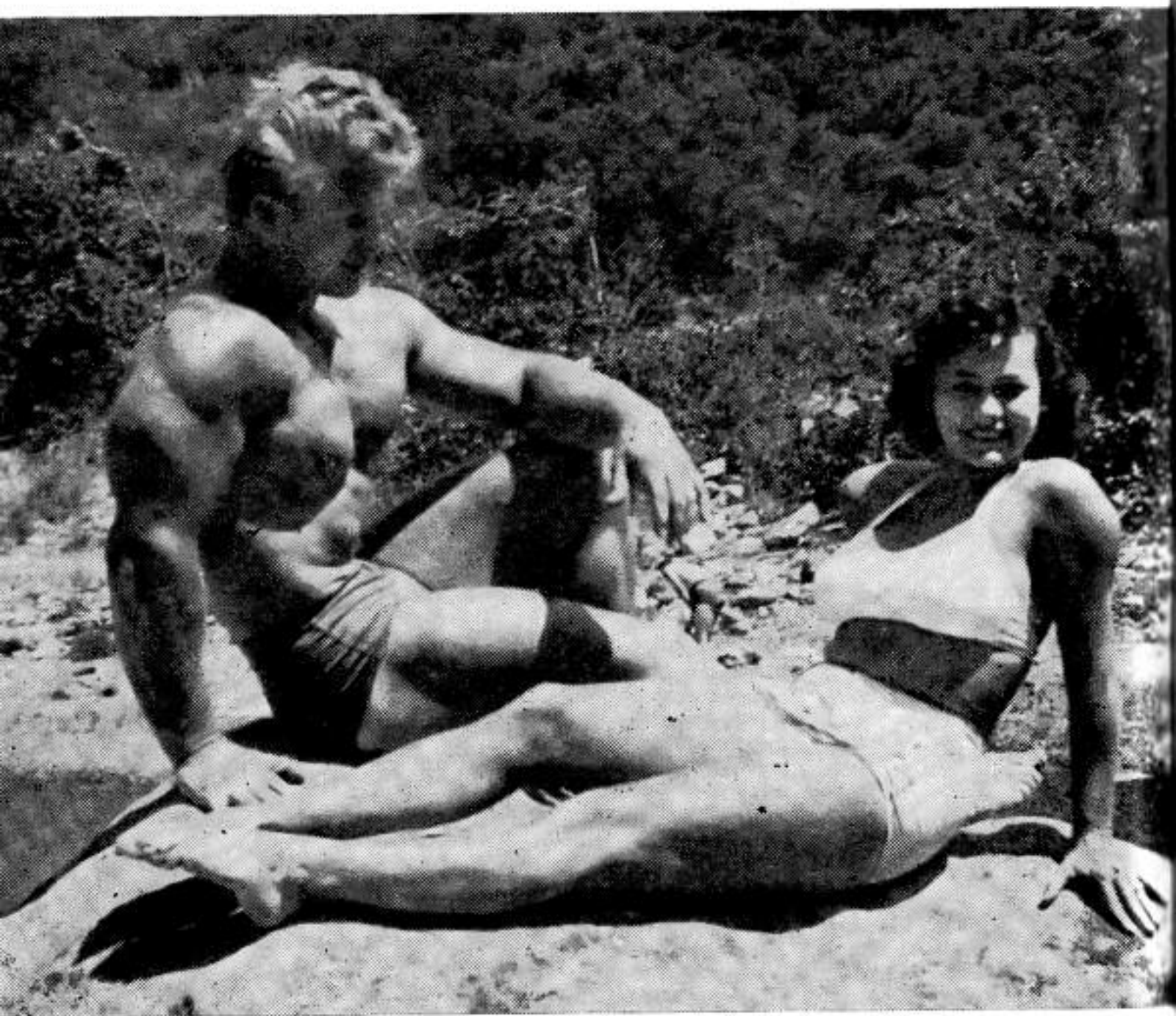
Here on any day in the good ol' summertime the torso parade glitters with a display of the "mostest" in muscles.



BEAUTIES AND THE BEAST by **Bruce**
Steve Reeves, noted connoisseur of the form divine

“flex ‘n’ chatter”

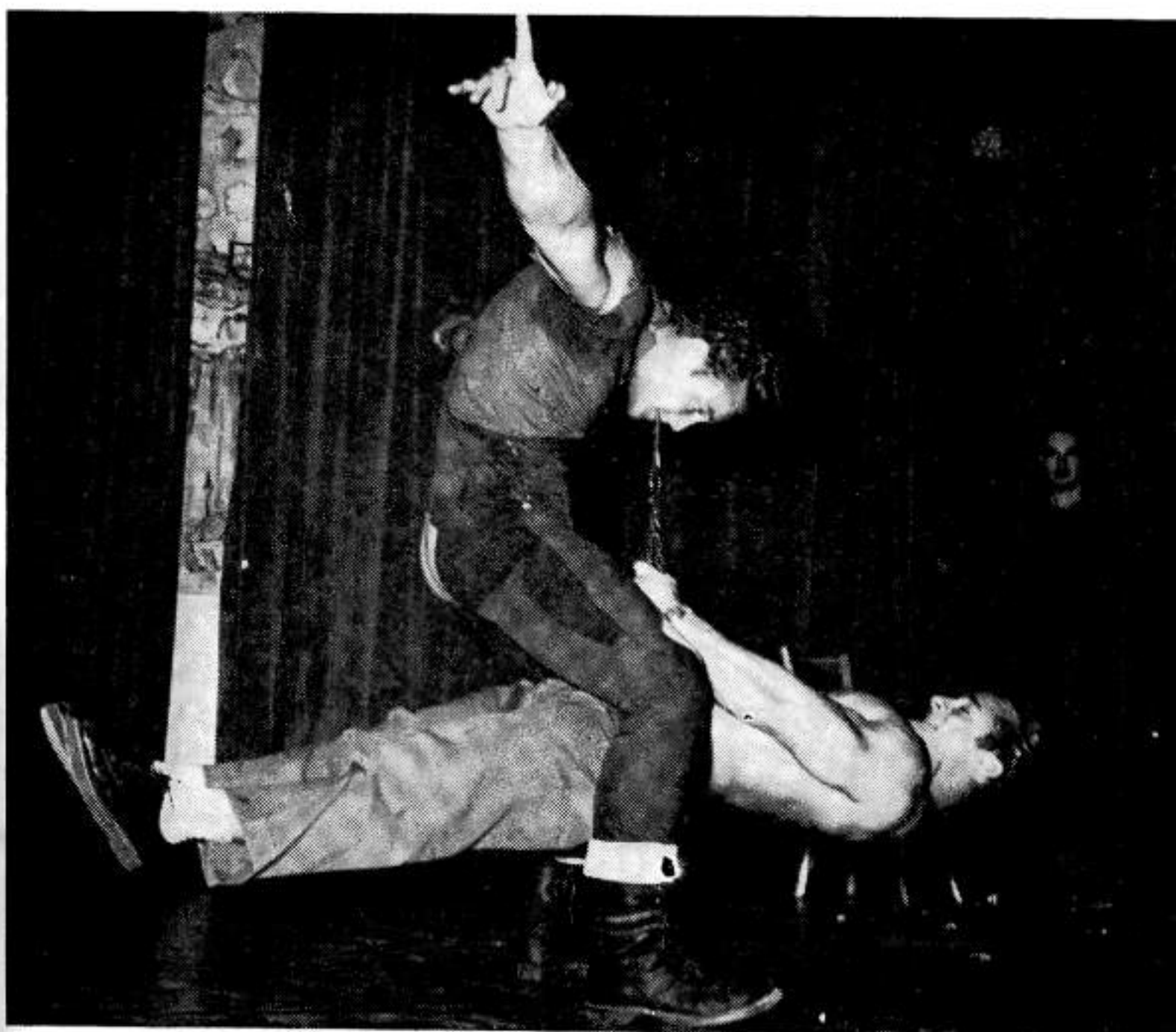
and the maddest, but the m-a-a-d-est in beachwear. On Fire Island it is considered *de rigueur* for the bodybuilder to design his own swim suit, and anyone who dares to appear in such old-fashioned monstrosities as “store-bought” beach clothes is banished from the realm, cast into outer darkness, and never heard from again!



SUMMER IDYLL by Warner
Mr. and Mrs. Jack Delinger

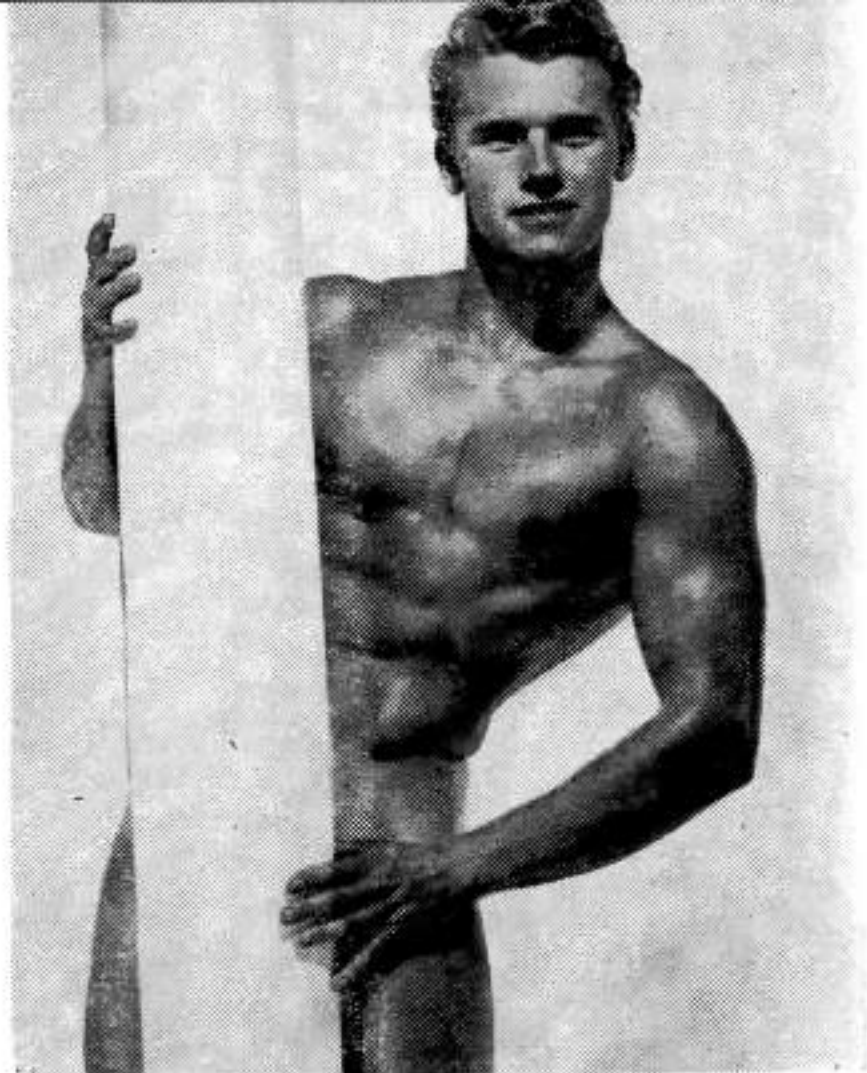
With a choice of materials ranging from denim and nylon, to choice silks and raw silks, it is indeed a sad fate for the luckless Fire Islander who lacks the talent to run up a little number of some kind. Here the battle-cry is "Quick, Watson, the needle!" (Knitting, that is).

Another summer's diversion which quickly became
(Continued on page 62)



"LOOK MAI NO TEETH!" by Bruce
Mr. Reeves and Mr. Eiferman in an unique strength feat

michigan's
blonde
adonis

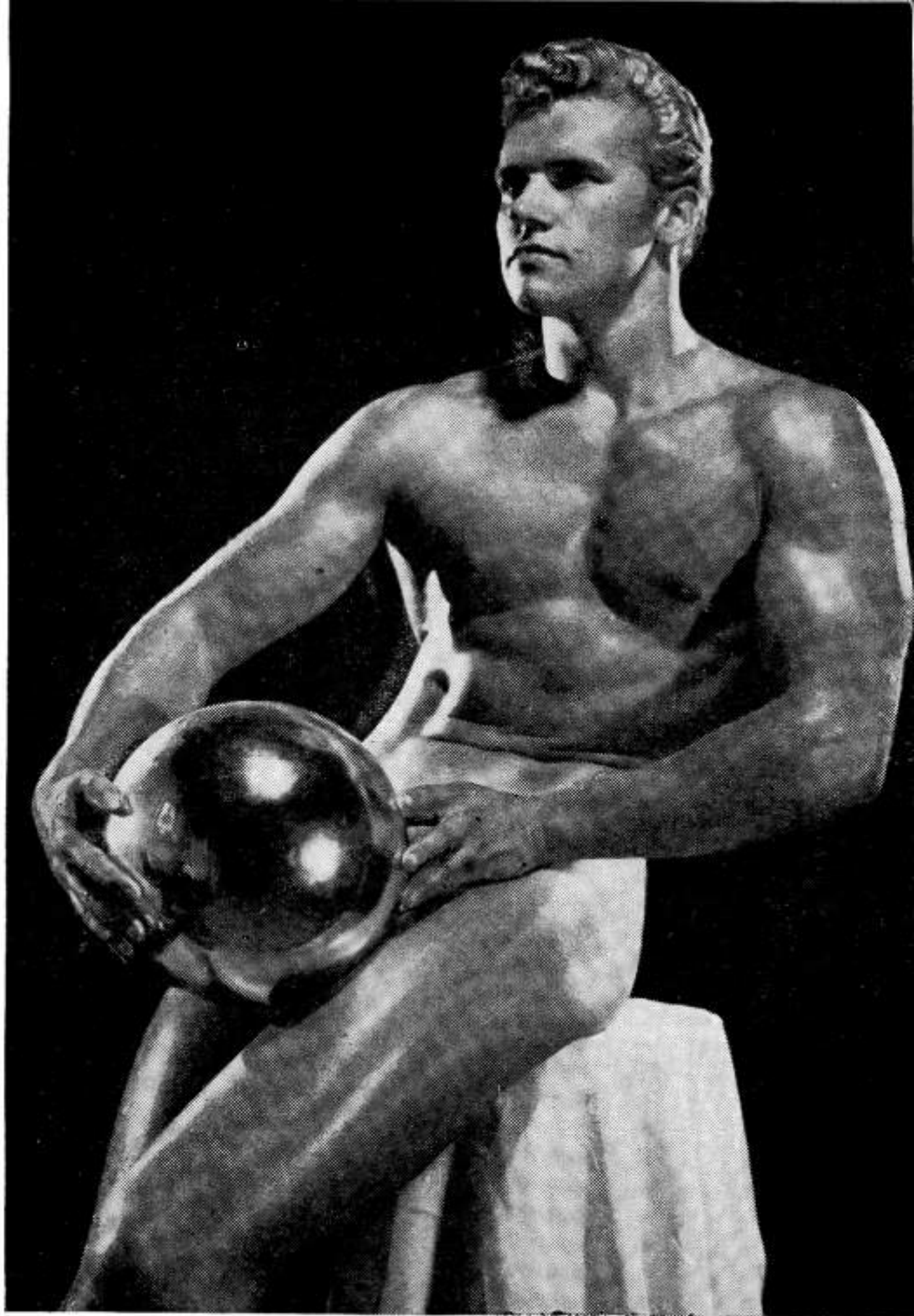


"I believe firmly in the well-rounded individual, the equal mixture of the mental, the physical, and the spiritual . . . a sound mind in a sound body." This rather candid statement is the concluding paragraph of a letter which Richard Alan wrote to the editor of ADONIS, describing his childhood, his training principles, his hobbies and his design for living.

Certainly in listing such sports as water and snow skiing, tennis, tumbling, ice skating, and hand balancing, along with his regular weight-training activities, it is evident that this young man puts his allegiance to no one form of exercise, and the proof of his wisdom is manifested in the superbly lithe physique which graces these pages this month.

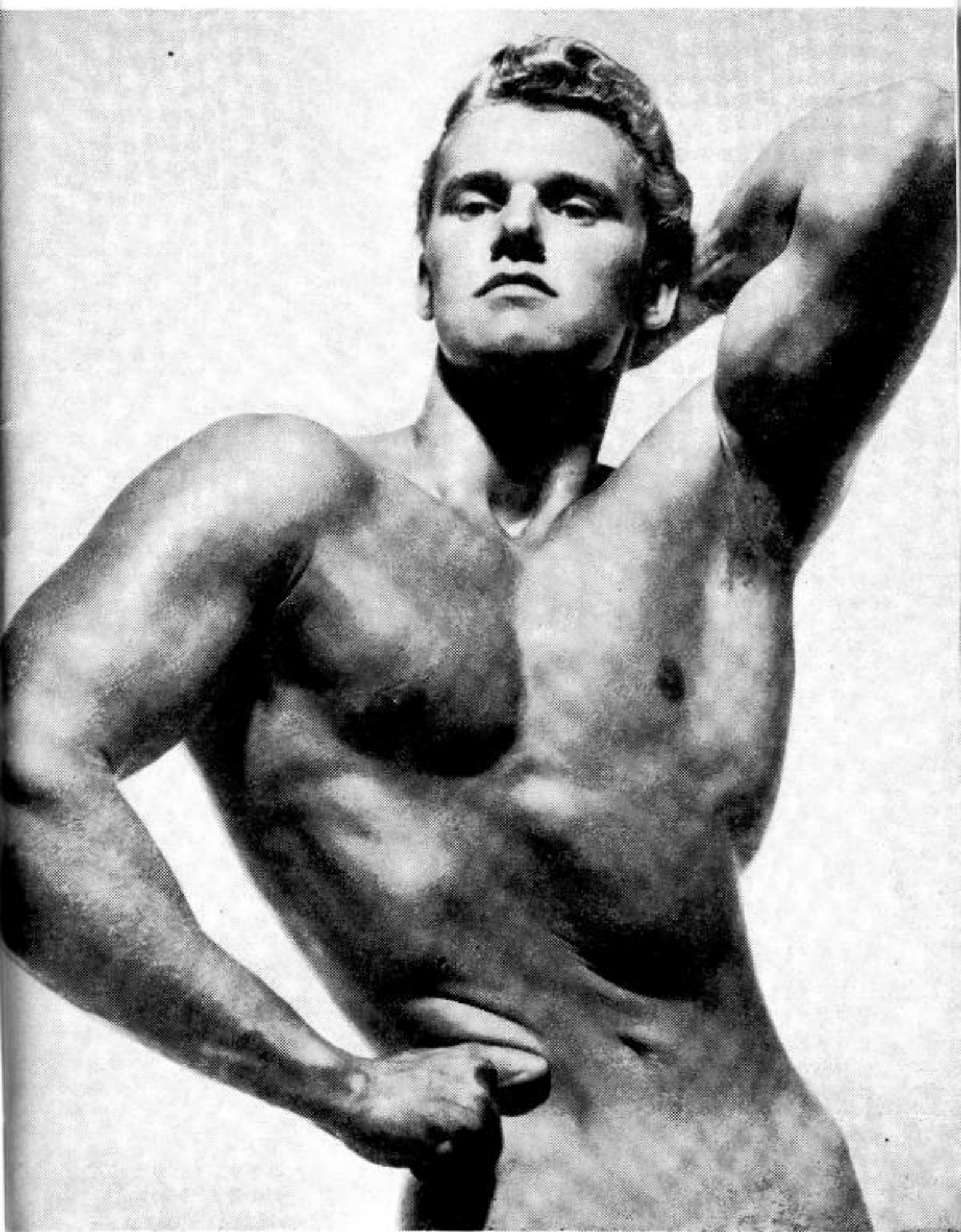
Now a pre-medical student at the University of Michigan, who still finds time to keep himself in top shape, we salute Richard Alan, a young Adonis who symbolizes the very spirit and purpose of this magazine.

The four photographs of Richard Alan are by a fellow Wolverine, Bob Delmonteque.



RICHARD ALAN





The innate dignity of youth



BOB MORRIS

His inner health is reflected in his glowing face

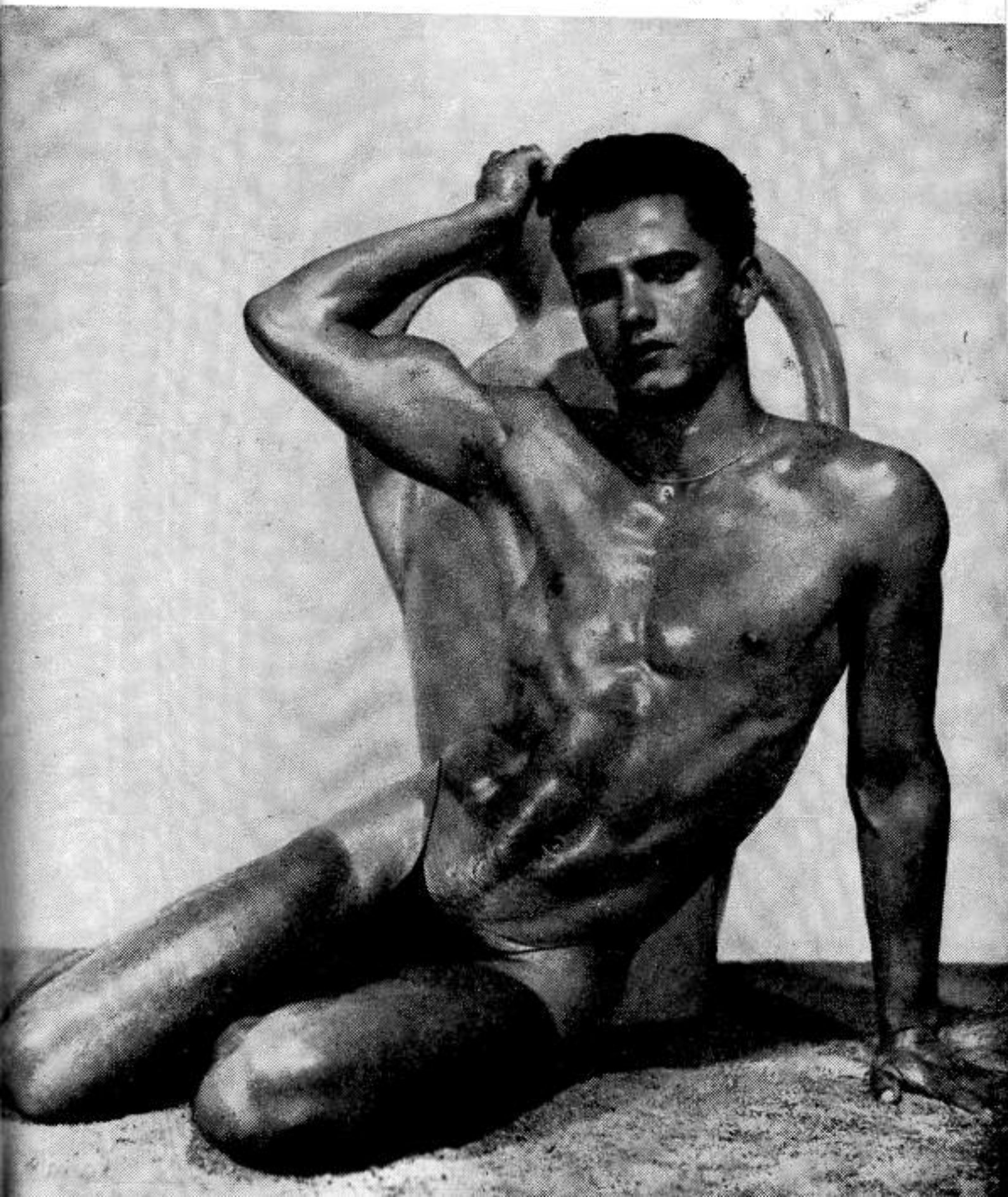
ten cardinal aids to skin care

HAL WARNER

**Facial consultant to
the stars of stage,
screen and TV**

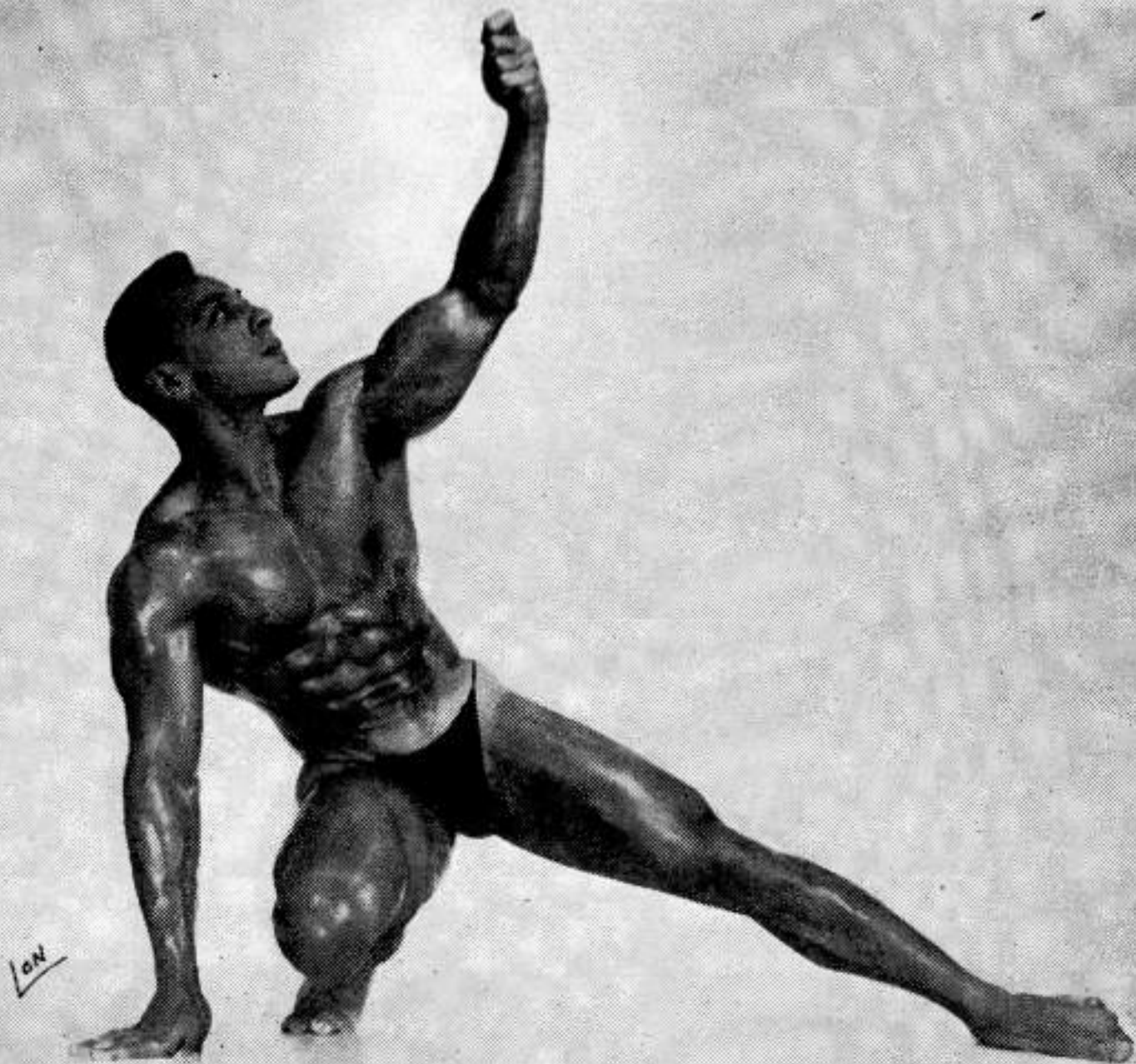
1. If you can achieve a perfect shave with an electric razor . . . blessings on thee, little man! However, if you are just a plain, garden-variety mortal like me, and must use a safety (ha!) razor, never use the same blade surface twice. For no matter how sharp the blade, nor how excellent the steel, it becomes nicked in the very first shaving operation, and these tiny nicks cut the face (though perhaps invisibly) leaving it vulnerable to many skin diseases. Remember . . . there's nothing so expensive as a used razor blade!! (Continued on page 60)

LOUIS VENEGAS by Gebbe
The pensive eyes and luminous quality of his skin complement the rhythmic symmetry of his body



RAY JIMINEZ by **Lon**
A perfect skin . . . a perfect face . . . a perfect body.





RICO TOMAS all photos by **Lon**
Curves and planes in a geometrical pose

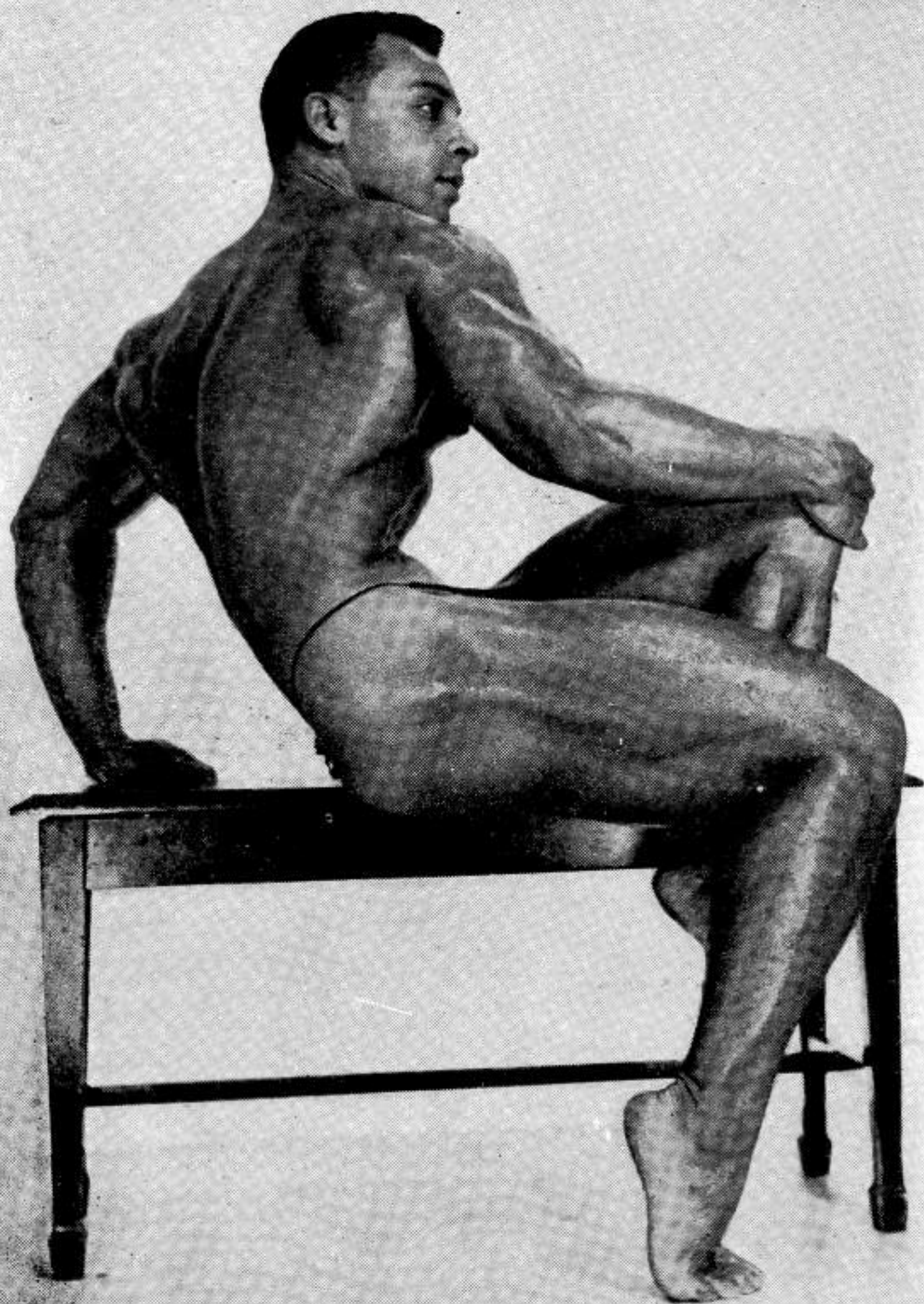
the champion wore pink

by Abe Goldberg

Were it not for the traditional good sportsmanship of the British, my story might well have been entitled "SO NEAR AND YET SO FAR". Certainly if Will Shakespeare had written this modern comedy of errors he could not have entangled his hero in a more maddening set of frustrations than that suffered by Enrico Tomas, Mr. Universe of 1954.

Rico, as we call him, is the calmest and most casual of men, yet his experiences in trying to reach London in time for the Mr. Universe contest were so harrowing as

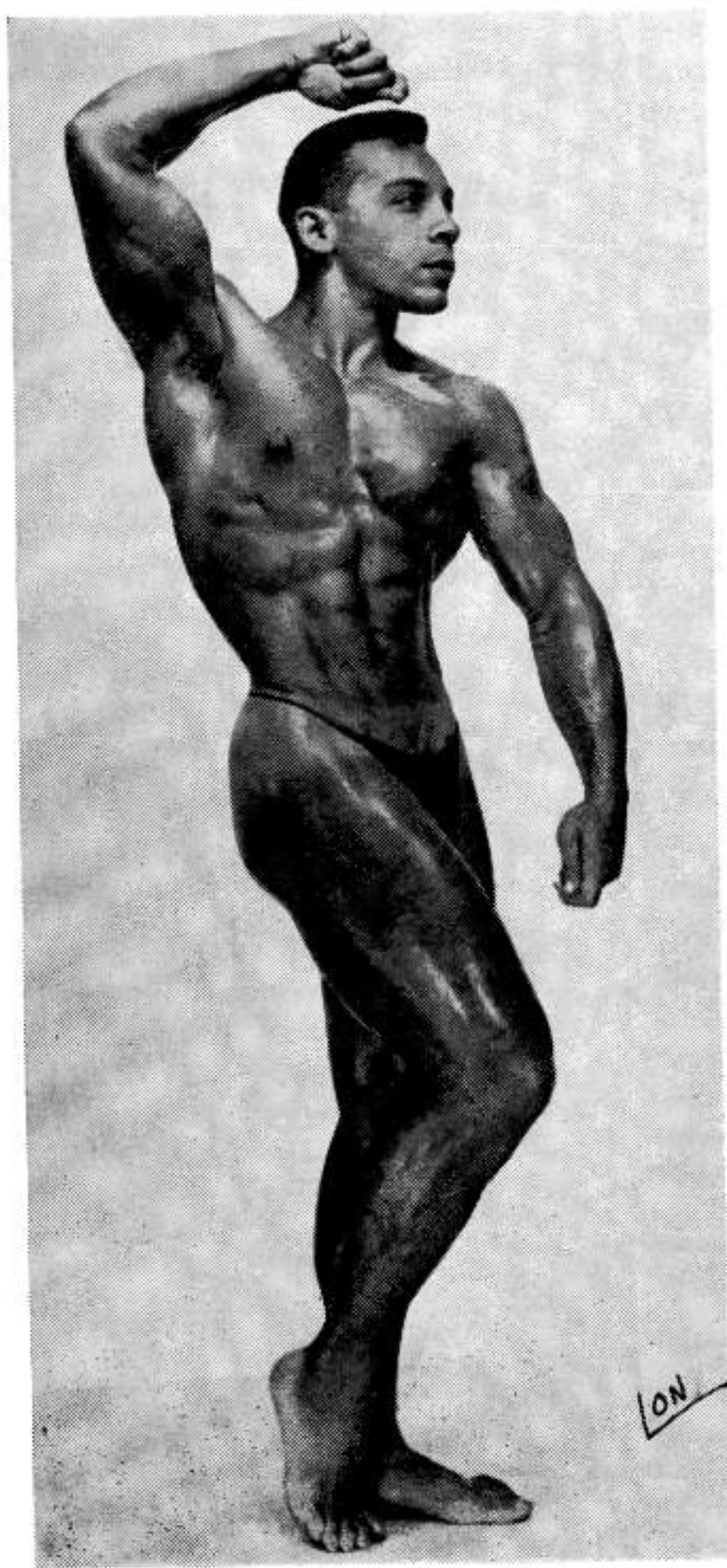
(Continued on page 52)



A MODERN THESEUS

Mr. Universe in a smile of triumph





**Rico, the
statuesque
visionary**

stump the experts

by Hal Warner
and Abe Goldberg



LOLLIPOP CALVES

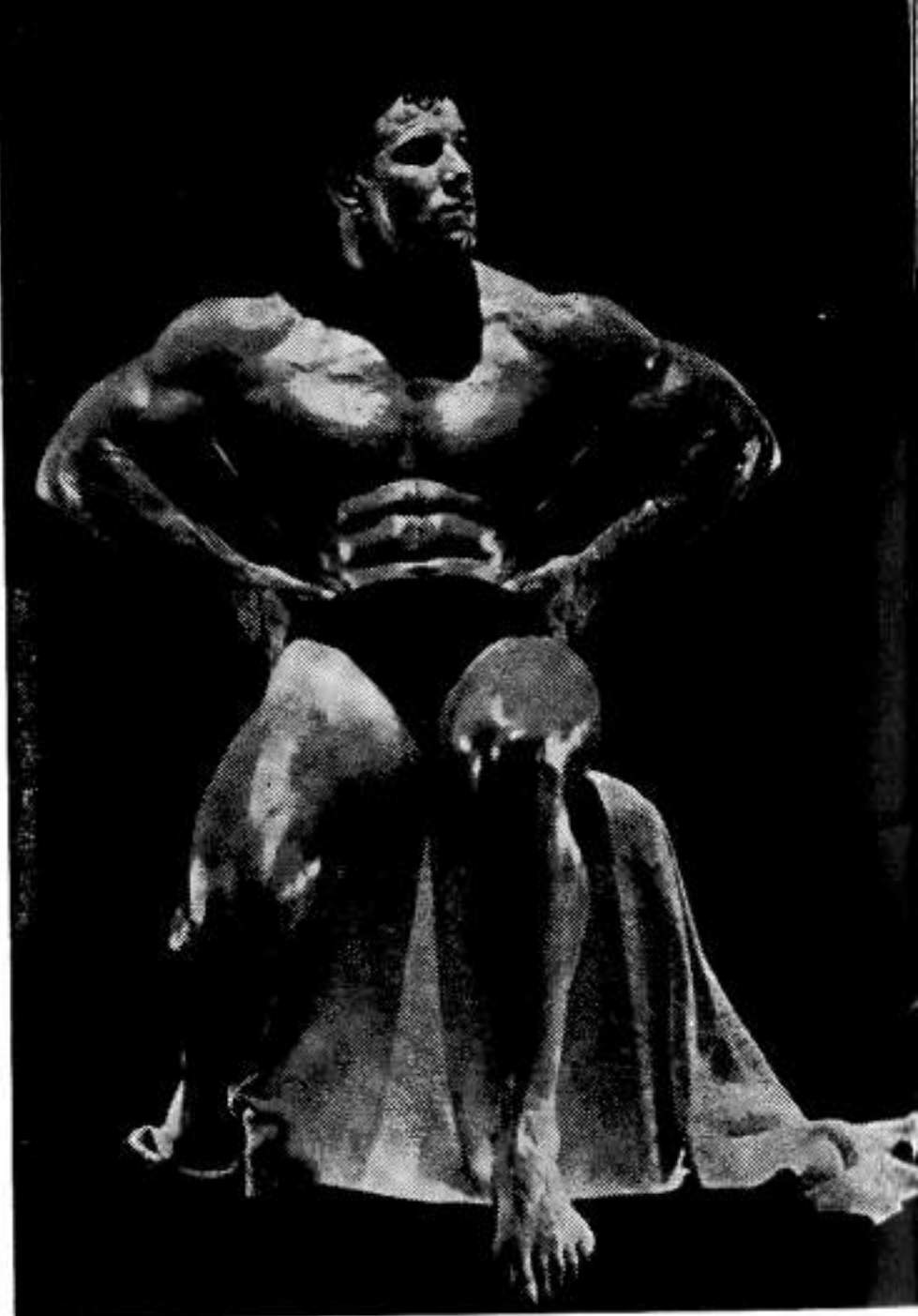
- Q.** I have excellent legs but their symmetry is spoiled because I have very high calves . . . all the bulk is at the top of the calf, and it is very thin on the underside. I have faithfully practiced most of the standard calf exercises but they just grow more muscular without taking on more shape. Can you help me?
- A.** In gymnasium parlance your condition is known as "lollipop calves". . . and this is a very apt description, for the calf actually is formed in the shape of a child's lollipop. There is an excellent exercise which will distribute the calf evenly over its entire range, and it should be performed at the close of your regular calf program. This is how it's done: Tie a weight around your waist, and, facing a wall, fall forward touching the wall with your hands. Now "walk" the heels backward until they will just barely touch the floor. Keeping your hands stationary, rise on toes and return. As the calf is distributed downward, the heels will touch the floor more easily. When this occurs, walk the heels back another inch, always striving to "just barely touch the floor". Try this for 4 sets of 25 repetitions, adding weight as the exercise becomes easy. Be sure you constantly feel a stretch, else the exercise becomes invalid.

HEAVY EYEBROWS

- Q.** My eyebrows extend in an unbroken line from temple to temple. I have plucked and plucked, and shaved and shaved, and I am allergic to commercial depilatories. Do you know of any way I could control this dense hair growth?

(Continued on page 46)

Reg Park
Mr.
"Mostest"



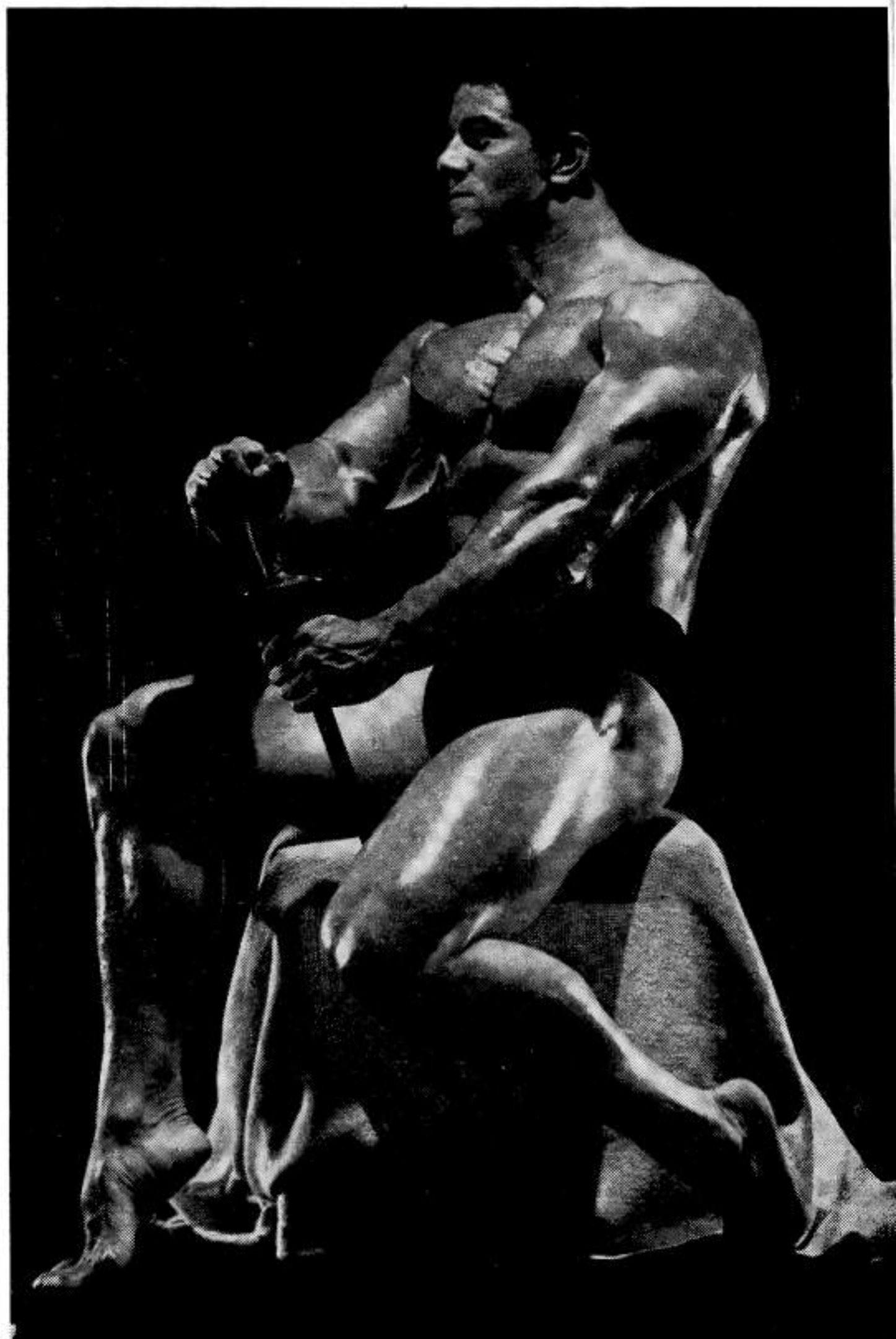
His Shoulders
Stretch from Ocean to Ocean

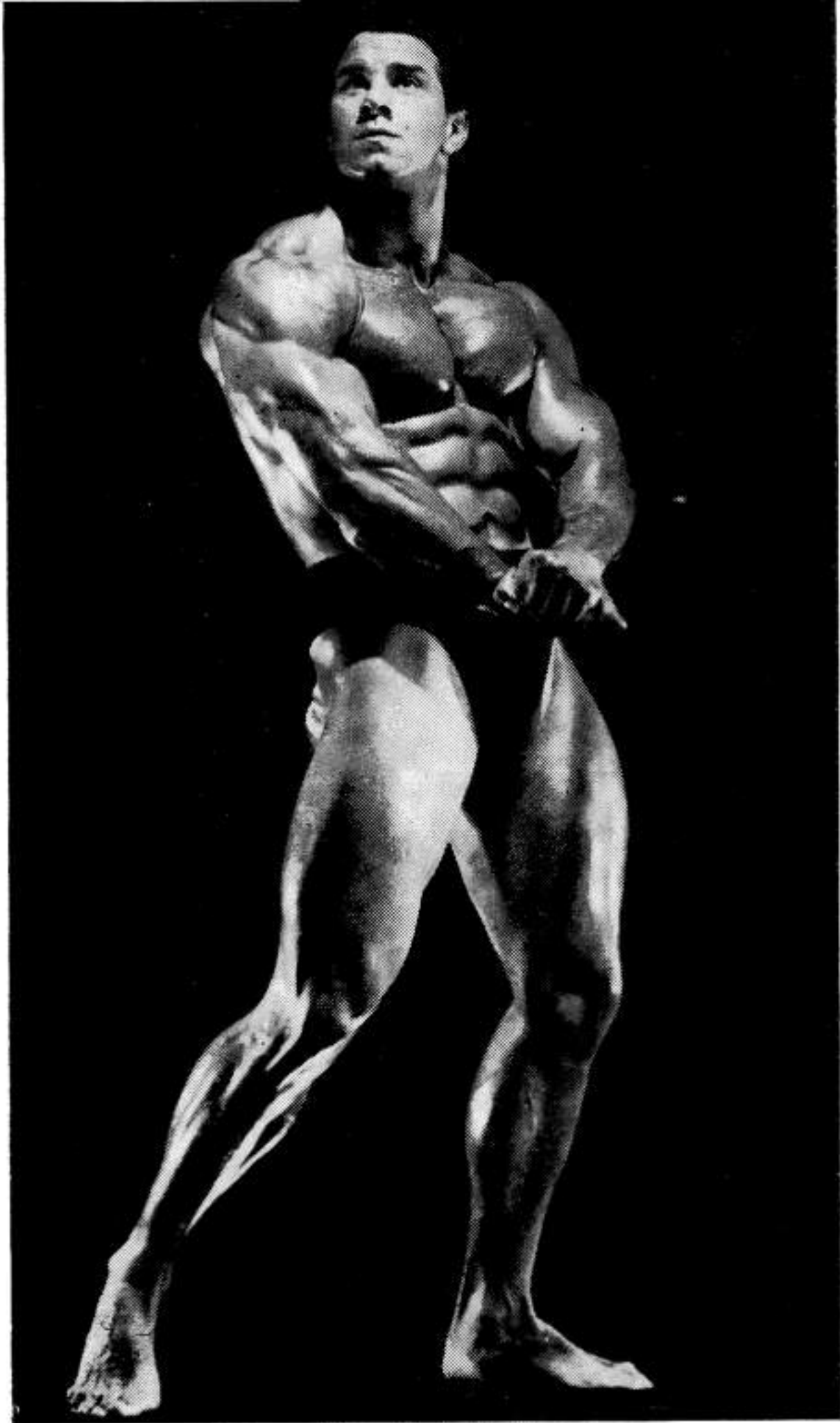
Undoubtedly the most famous of the Weider pupils is England's Reg Park. While it would be unfair to Reg to say that he was entirely undeveloped before reaching these shores, it would be equally unfair to deny to the Weider System the credit it deserves for bringing to its fullest flower the Herculean massiveness and definitive musculature which he embodies.

To those who see him for the first time it always seems a striking paradox that one physique can be built along such gigantic lines, and yet maintain such sculptured symmetry and highlighted definition.

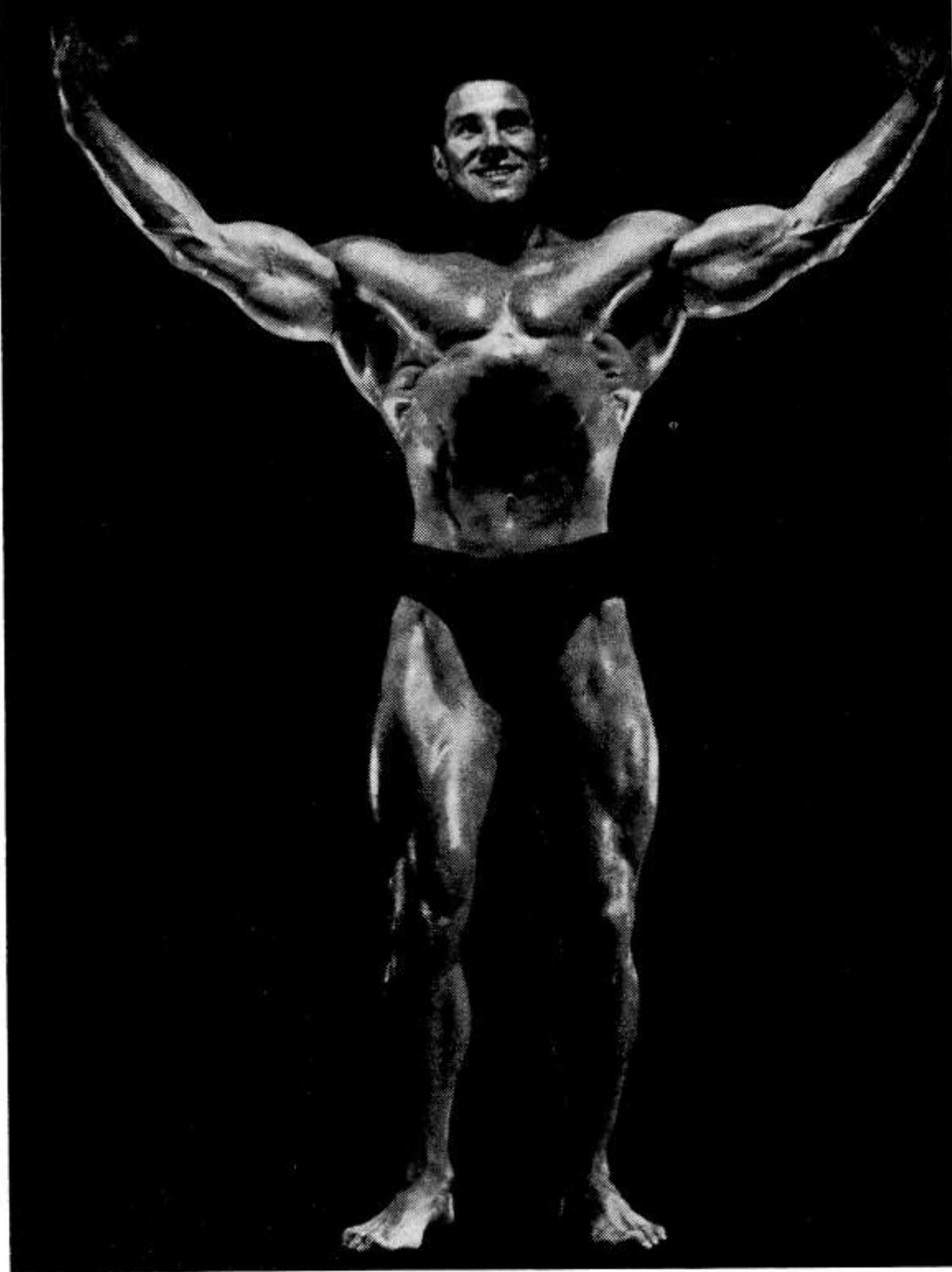
We sorely miss this 26 year old physical phenomenon
(Continued on page 44)

WARRIOR AT REST





A Tranquil God of Noble Bearing



Perfection Improved Upon

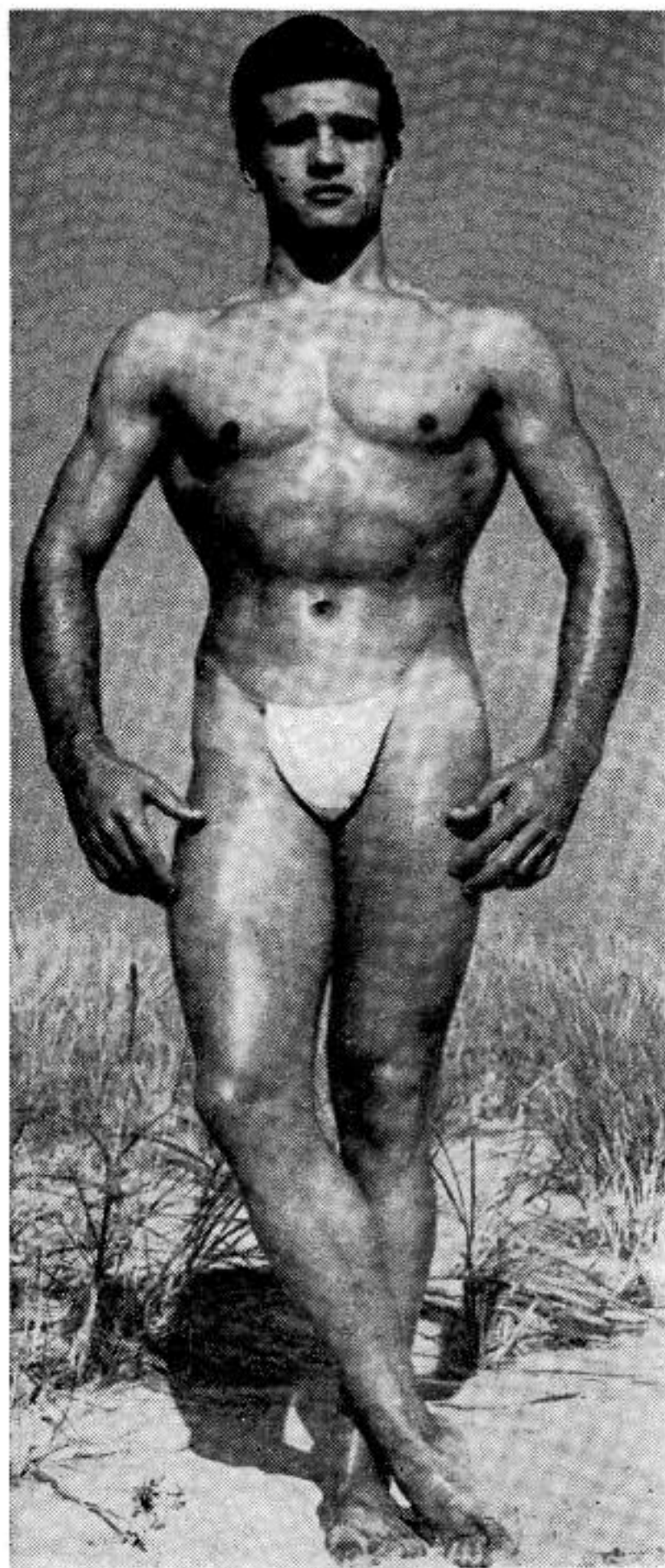
*A pastoral setting for
a child of nature*

a r t i s t r y i n p o s i n g

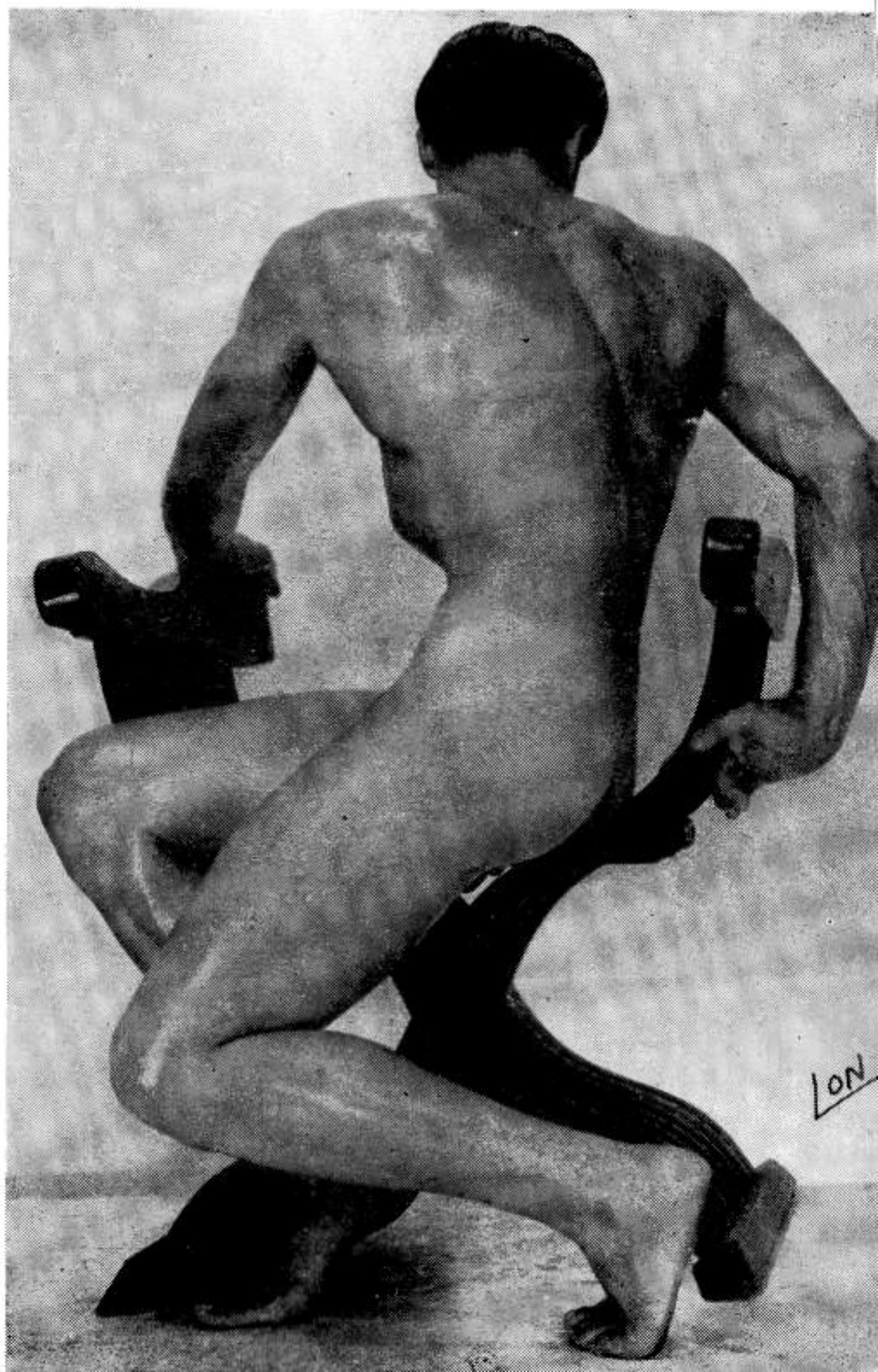
Lon of New York, whose masterly essays in photography are always welcomed by our readers, has come forth with his newest discovery, Reno Vance.

This lad while only 20 years of age has already gone far ahead on the road to physical perfection. Coupling a natural affinity for posing with his already beautifully developed physique, these photographs show Reno as an athlete whose star is definitely in the ascendency.

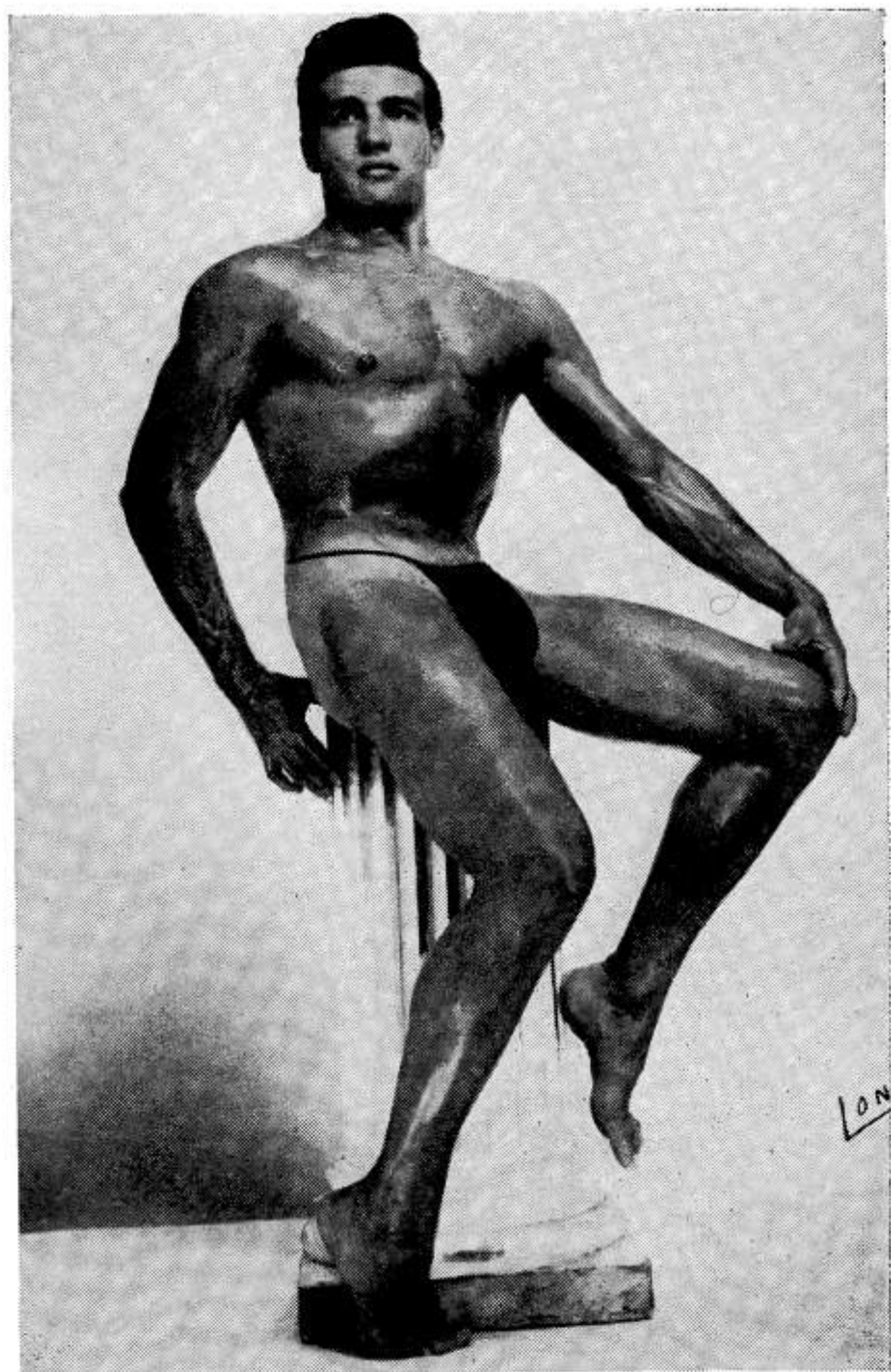
The statistics say that he is five-feet-ten-inches in height . . . weighs 166 pounds, and has dark hair and brown eyes . . . but statistics are meaningless unless they add up to a correspondingly optimistic picture. In the case of Reno Vance his "statistics" are all in the right places. We'll have a complete story on him in an early issue . . . you'll be seeing lots more of this new Adonis! !



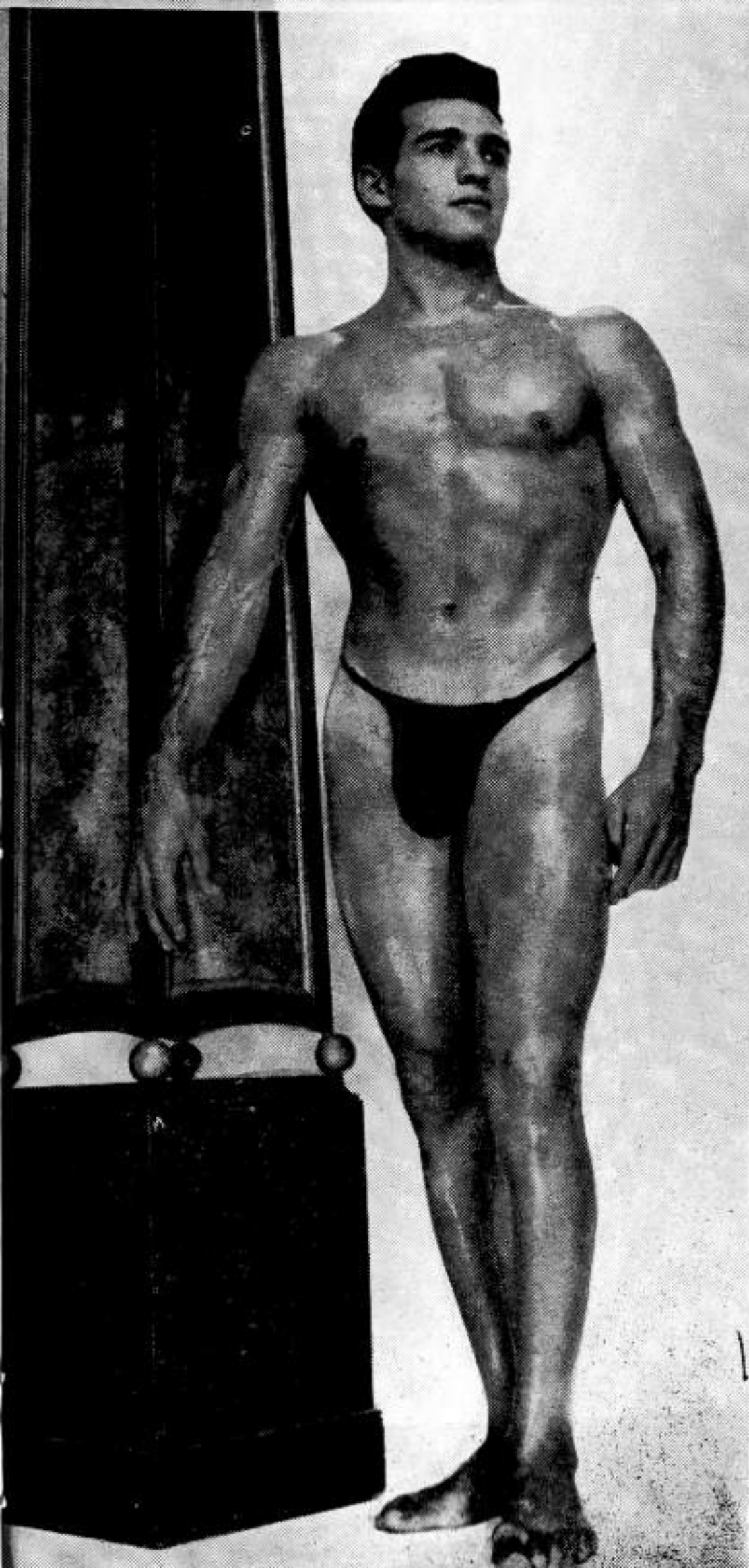
*Lon has beautifully caught
the strong clean lines of Reno's back*



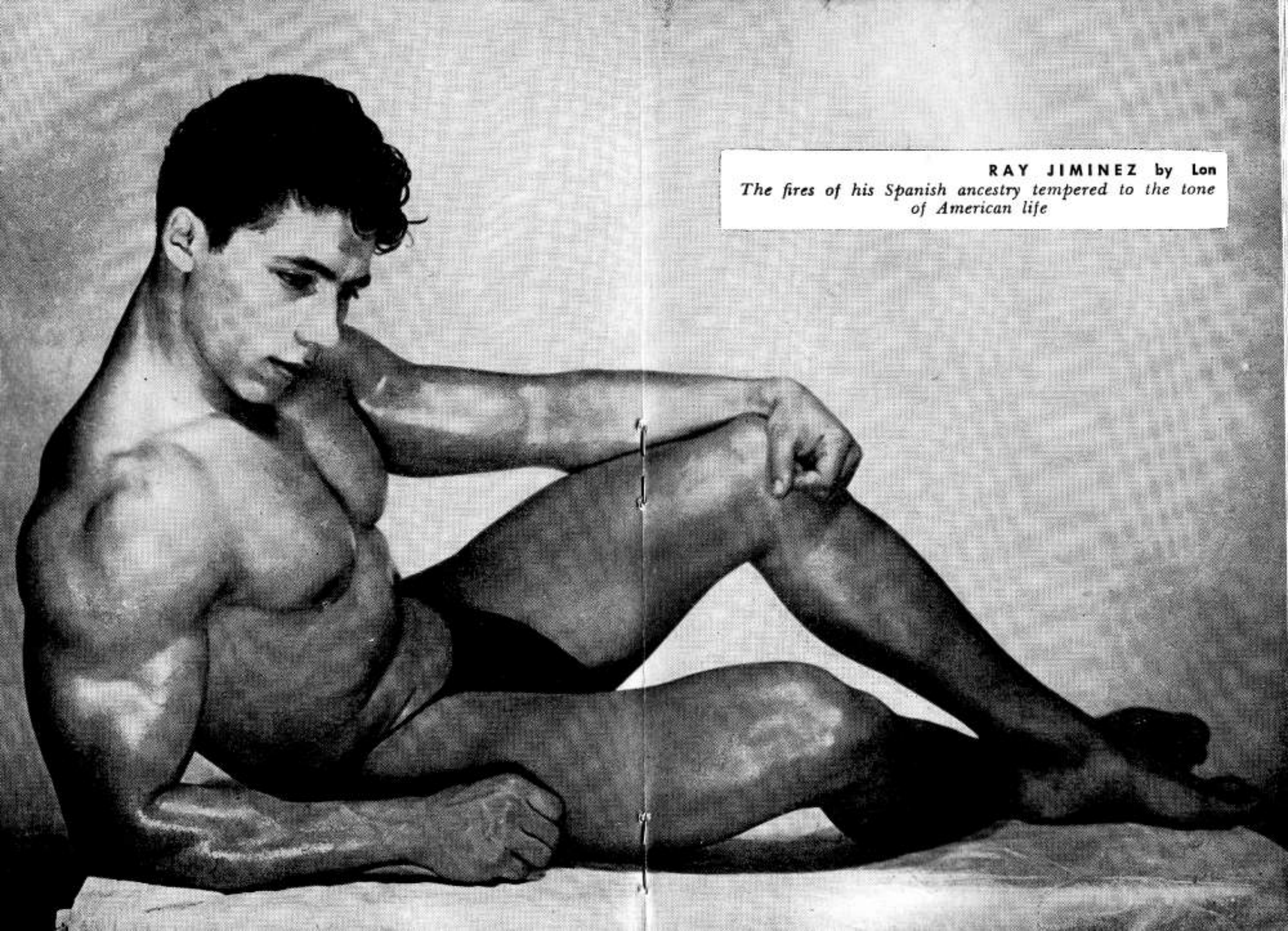
Lon



Power and symmetry in a reflective mood



*A study
in
corporate
well-
being*



RAY JIMINEZ by **Lon**

*The fires of his Spanish ancestry tempered to the tone
of American life*

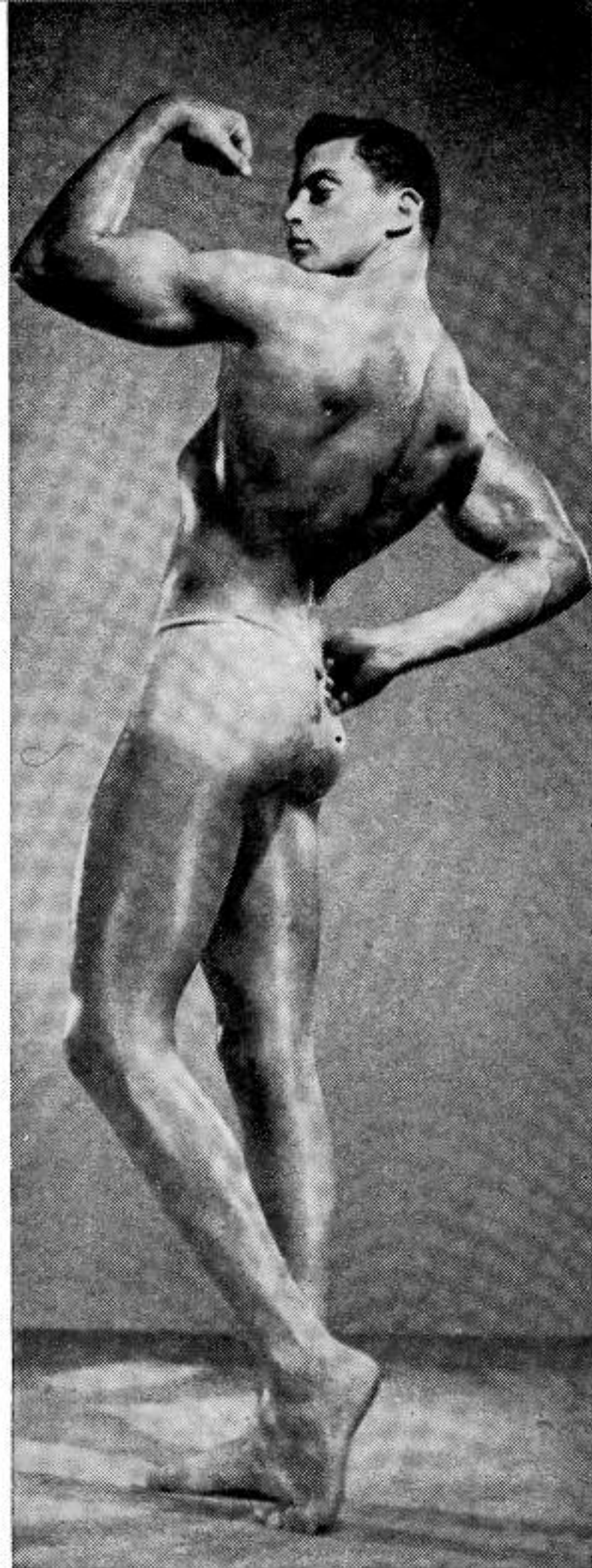
theme and variations

Through the artistry of five young men new to the ranks of posing, ADONIS presents five variations on a central theme . . . the Grecian physique ideal, Apollo.

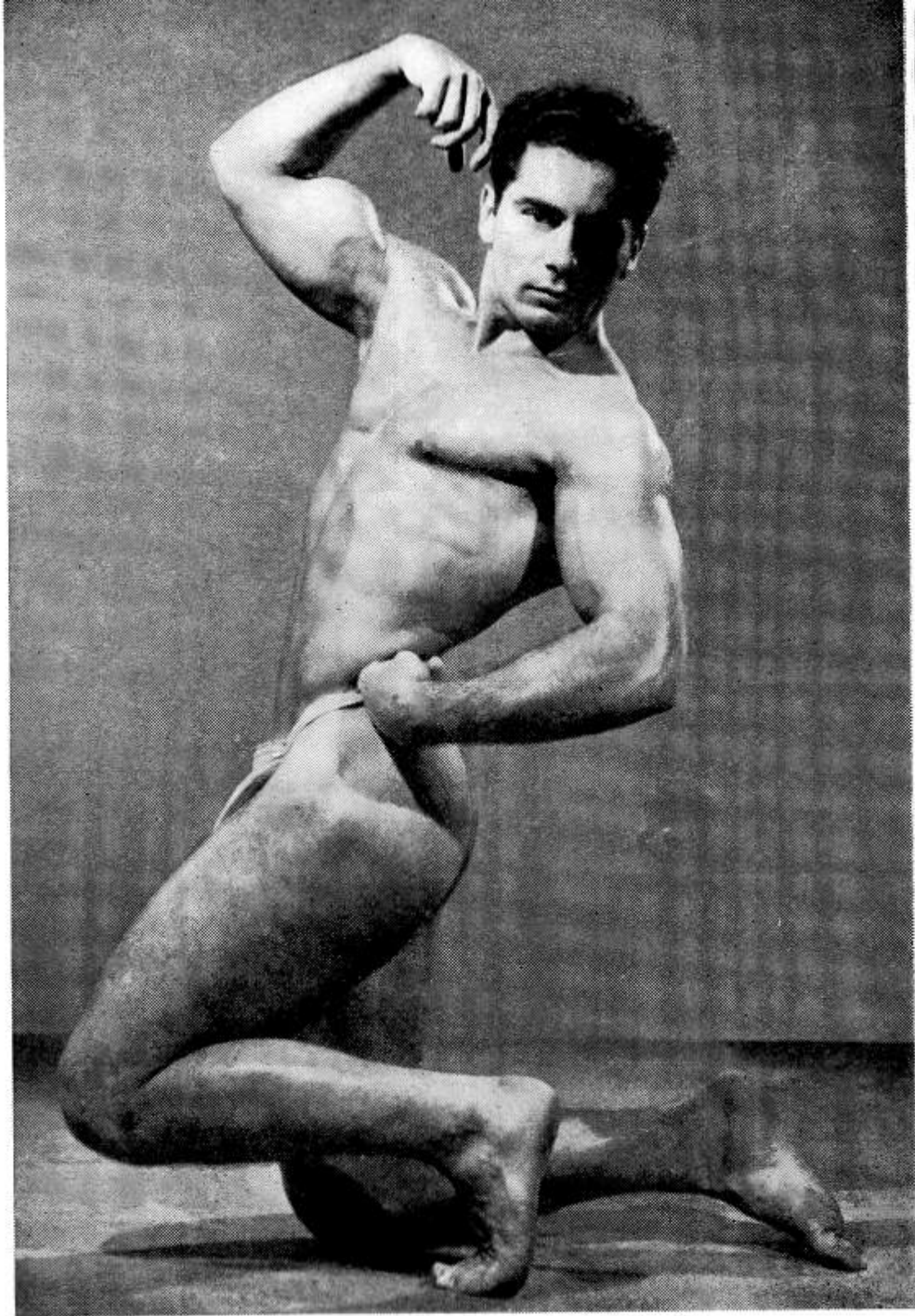
The first variation is played with classic elegance by the young West Coast bodybuilder, Louis Paul, shown here in a pose of lyrical grace through the camera wizardry of Spartan of Hollywood.

The tempo changes and Johnny Murphy, another Californian, gives a more dynamic interpretation of the Belvederean ideal. Again the photographer is Spartan.

Our third variation evokes a somber mood, expressed by the dark handsomeness of Orville Sherard. This magnificent
(Continued on page 45)



LOUIS PAUL by Spartan



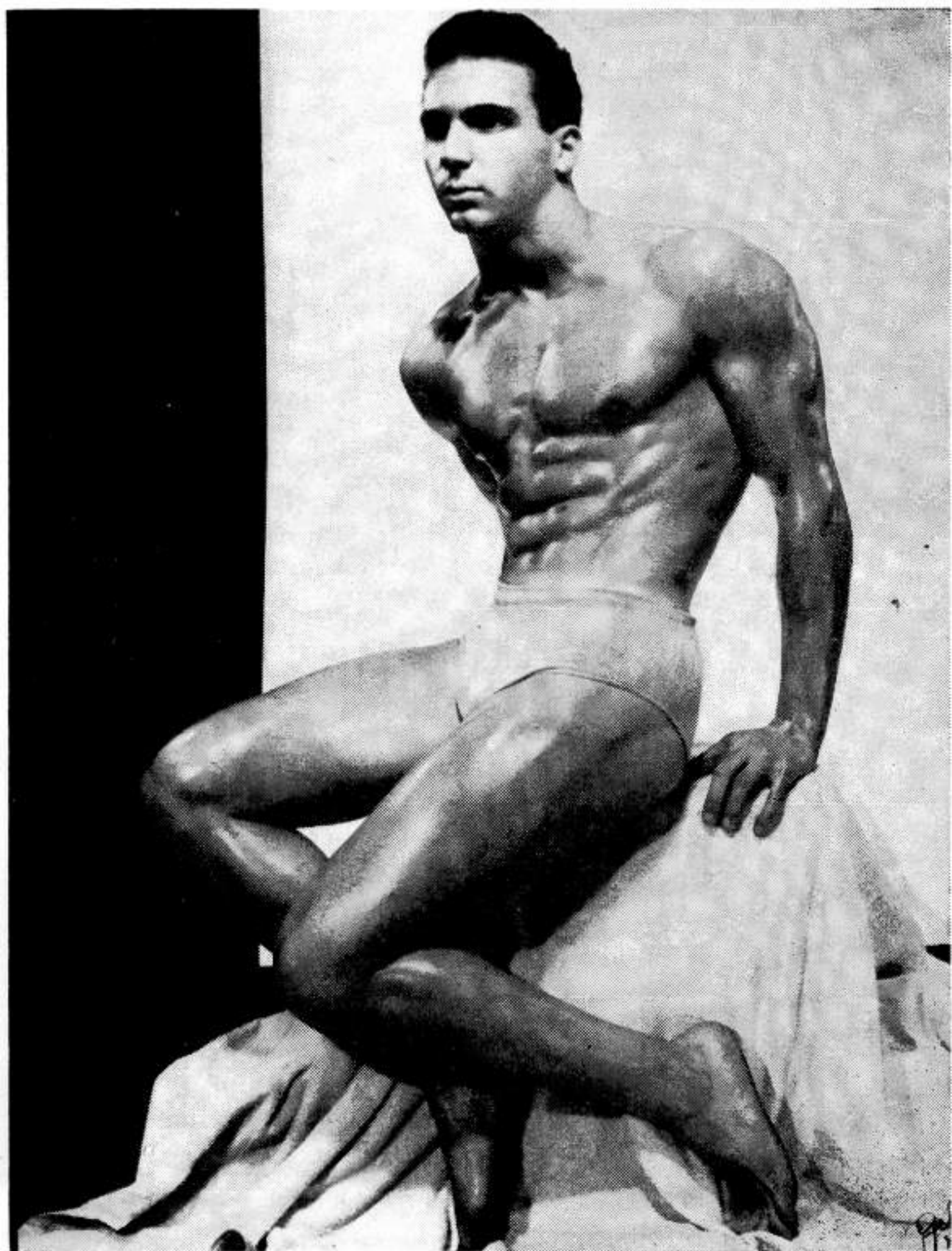
JOHNNY MURPHY by Spartan

ORVILLE SHERRARD

by Arnt

JEAN MERLIER by Arax





ROY SOKOLER by Gebbe

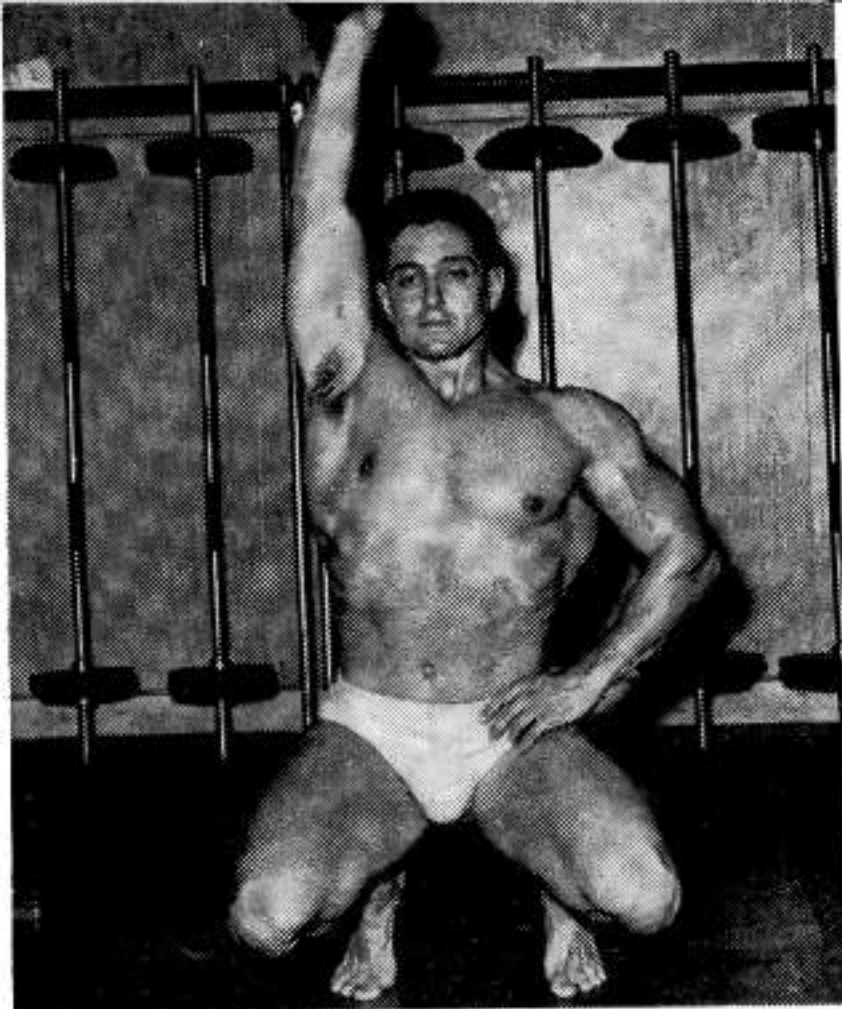
the miracle of the dumbbells

by Joseph Weider

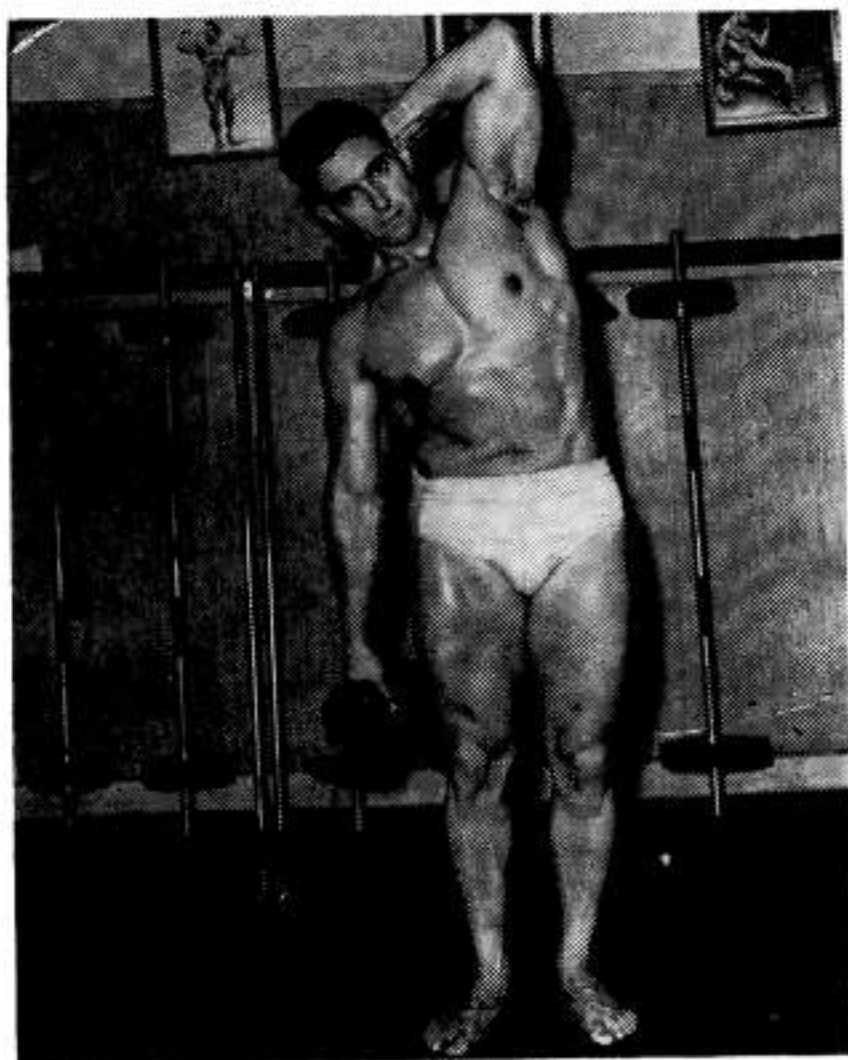
"Multum in parvo!" So goes the ancient Latin phrase which means "there is much in little." Yet, old as this expression may be, it is just as true today as when Vergil uttered it 2000 years ago. In this busy workaday world all of us try to reap the greatest return from the smallest investment . . . to obtain maximum results from minimum efforts.

It was with this in mind that I created our Keep Fit Dumbbells, for through the medium of this little set of miracle dumbbells anyone can obtain maximum dividends of super health.

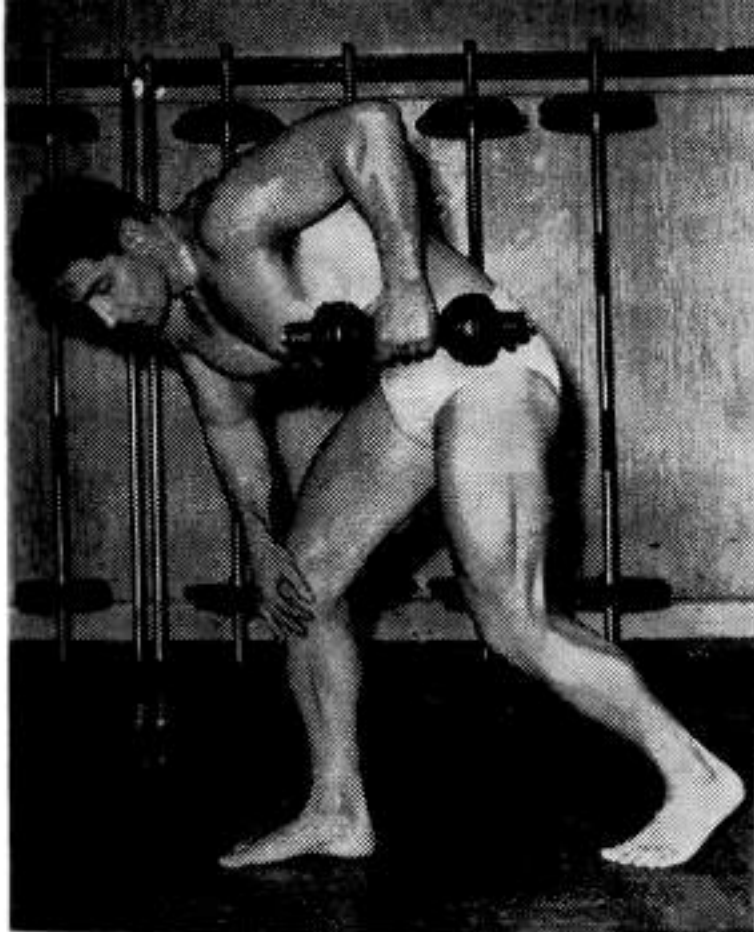
The exercises which are to be used in conjunction with the set are six in number, and they are unusual, in that most of
(Continued on page 48)



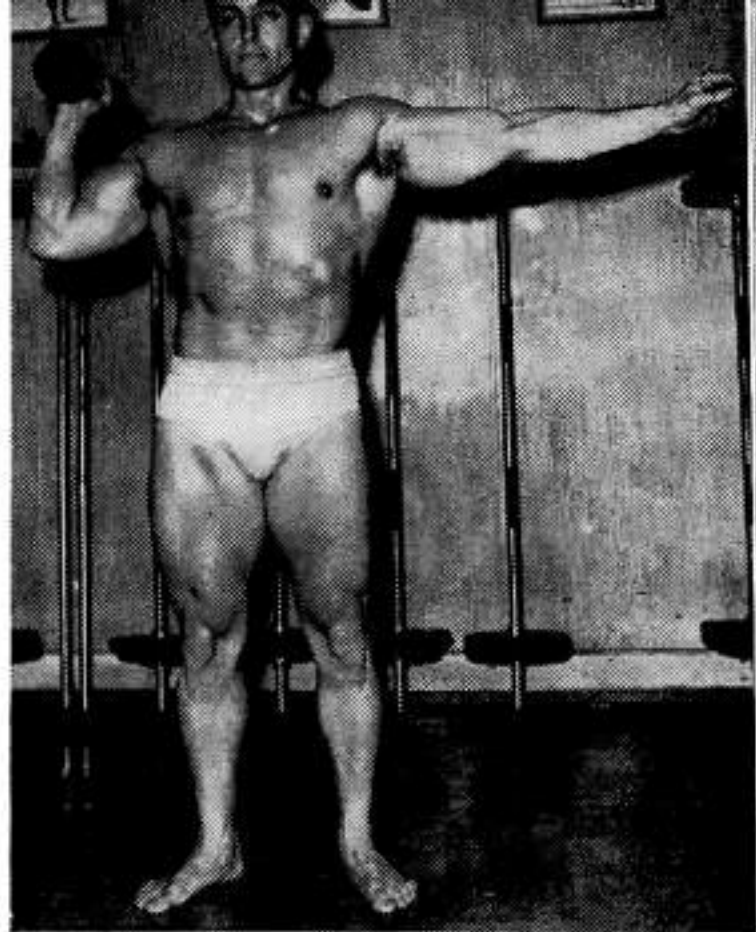
EXERCISE 1



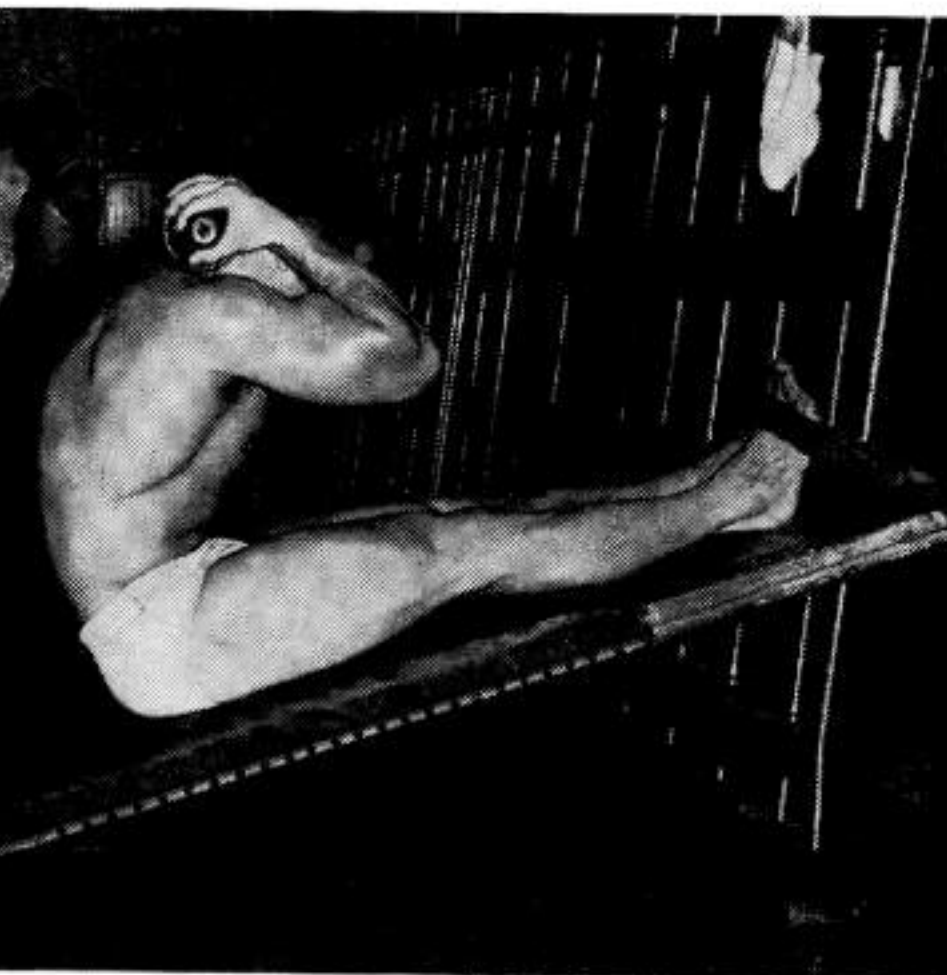
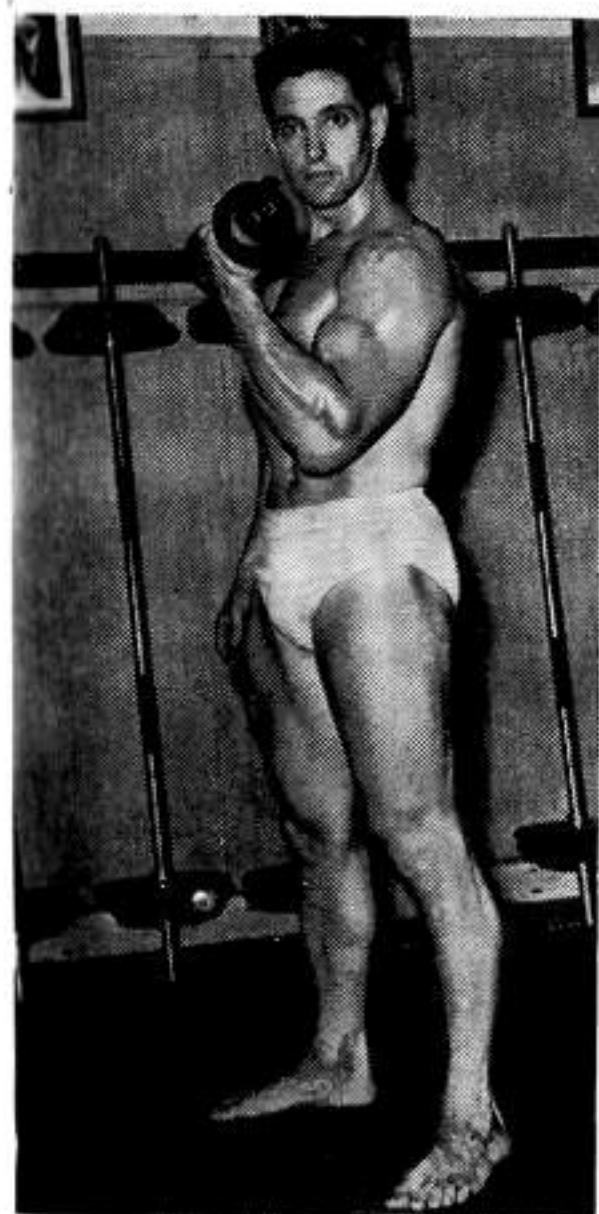
EXERCISE 2



EXERCISE 3



EXERCISE 4



EXERCISE 5

EXERCISE 6

S-T-R-E-T-C-H

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1

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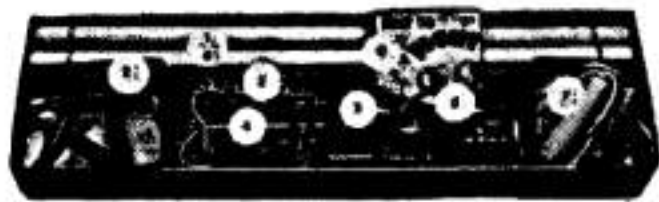
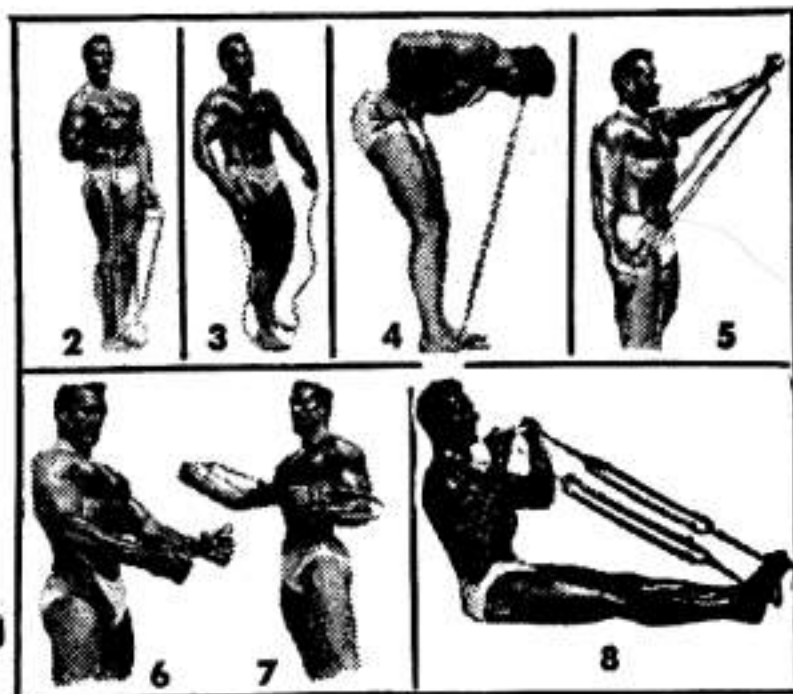
Please **RUSH** me my Steel Cable Home Gym Set. I want to begin training like the Mr. America Champions do. Enclosed find \$.....in full payment.

Name

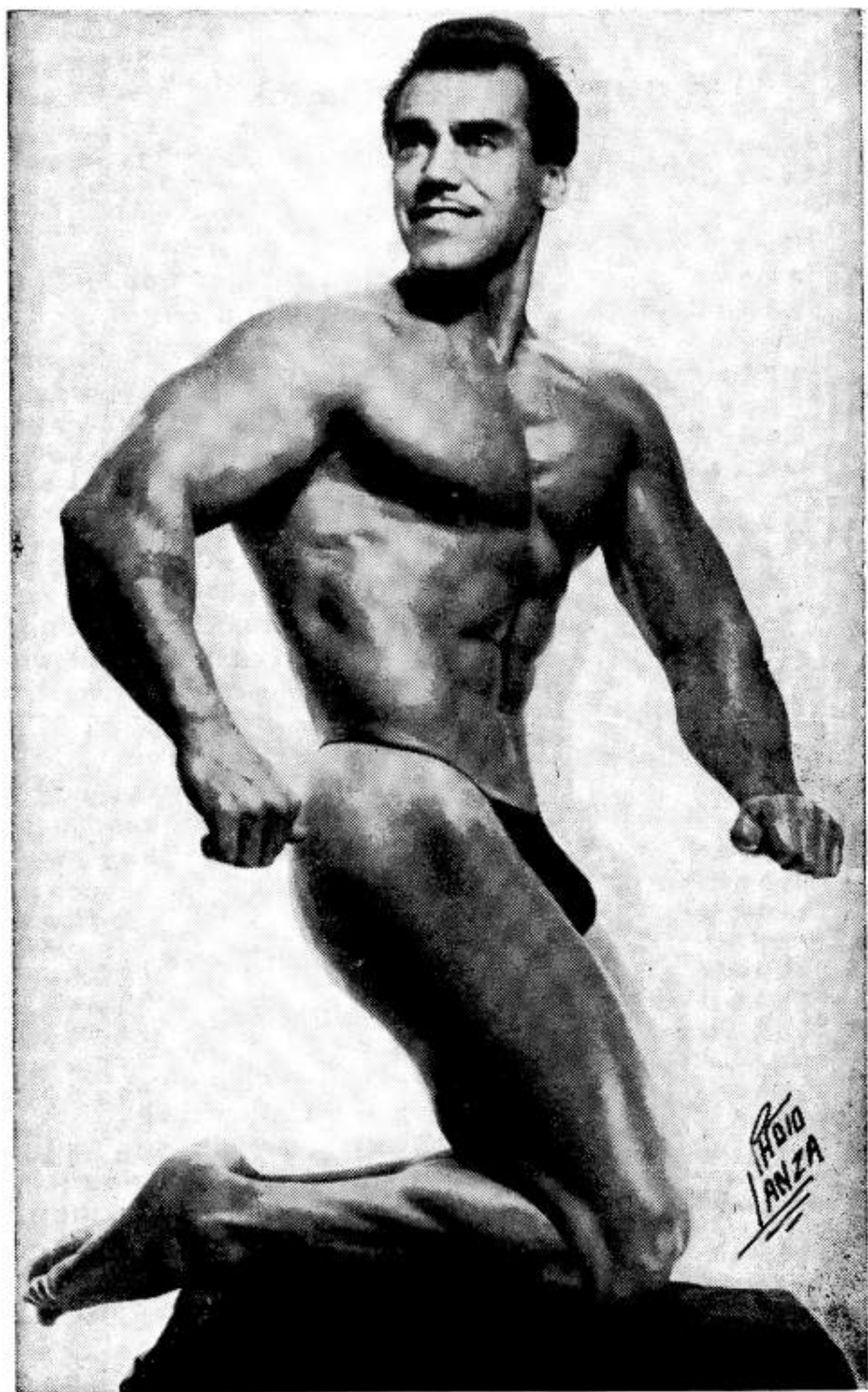
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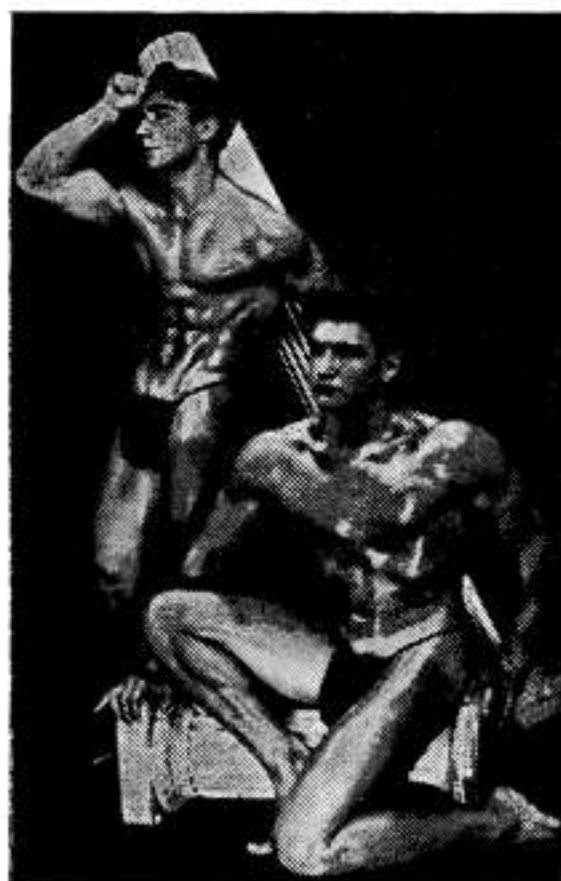


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Editorial*(Continued from page 3)*

features to satisfy your wishes, to help you with your specific problems, to amuse you a bit, to inspire you with our fabulous gallery of photographic masterpieces, and in general it is our desire to foster and promote the art of bodybuilding and the science of good health.

We would like you to feel free to express your opinions—to criticize if you will—to make constructive suggestions . . . it's YOUR magazine. Help us to help you! That's the good neighbor spirit . . . may none of us ever lose it.

Reg Park*(Continued from page 26)*

in our bodybuilding circles here in America, but Reg is very busy in his native country proselyting the cause of physical culture, giving numberless posing exhibitions for his countrymen, and in general, spreading the good word about weight-training to the English bodybuilding

world who regard this amiable demi-god as a national hero.

On the accompanying pages you will see some of his finest photographs as caught by the lens of that master West Coast photographer, Russ Warner. We think you will agree that for sheer mass of muscle, delineated by knife-sharp definition, Reg Park is incomparable.

Variations

(Continued from page 42)
 photograph is by John Arnt of Seattle.

Shadow and substance is the motif of our fourth variation . . . beautifully realized by Jean Merlier, and translated into photographic art by Arax of Paris.

The finale of our theme and variations is magnificently caught by Gebbe of New York, in this pose by Roy Sokoler, one of the finest poseurs we have ever seen . . . a true representation of the Athenian ideal.

Steve Reeves

(Continued from page 4)
 of that sensational 18 inch girth, which has been forever set forward as a standard of lower leg perfection.

As we have always been Steve's best booster, the Weider Publications are proud of his new accomplishments, and wish him all success for the future.



BOB DELMONTEQUE STUDIOS

Announces publication of Catalog "A" of handsome Richard Alan, featuring beautiful indoor and outdoor miniatures. Larger studies may be ordered from each miniature by number. Price Catalog "A" \$1.00
 Also available a beautiful 1955 calendar of 12 breath taking poses, one for each month of the year. This is truly a quality item.

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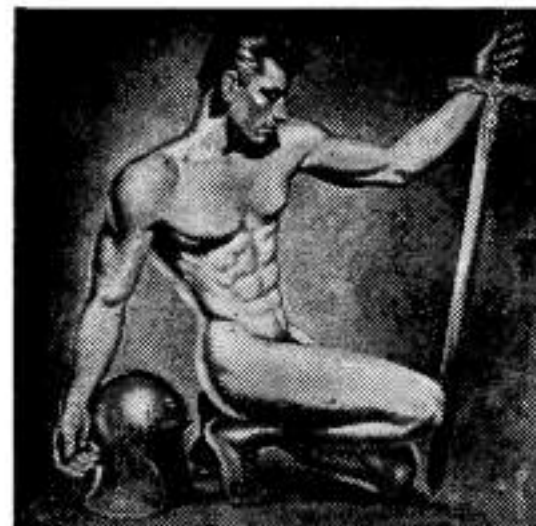
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Stump the Experts

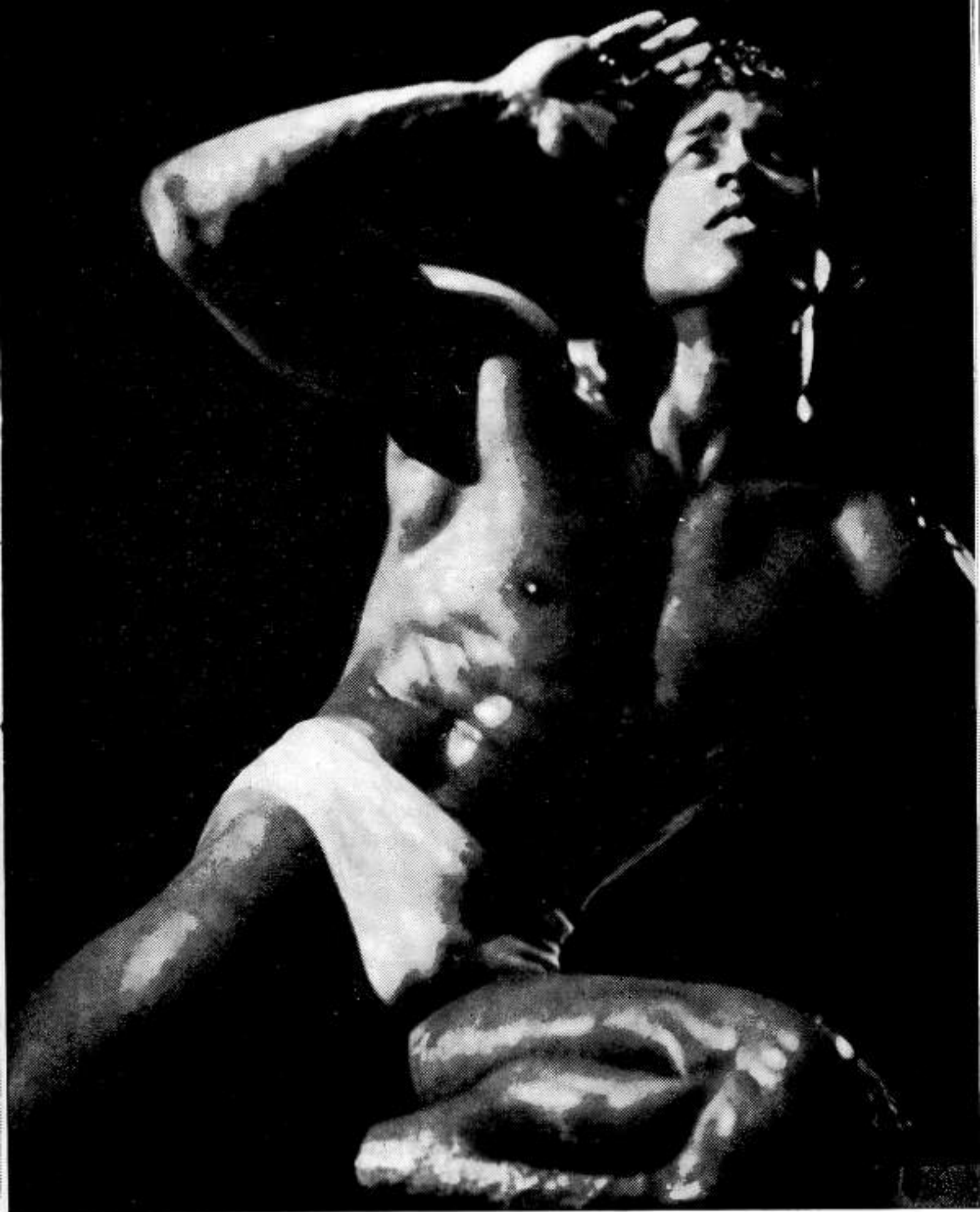
(Continued from page 25)

- A. I think electrolysis is the only solution to your problem. Sometimes it takes 3 or 4 treatments before the excess growth can be permanently stopped, but it can be done. Ask your physician to recommend a competent electrolysisist.

CRESTED CHEST

- Q. For several months I have been religiously performing the barbell press on bench, yet my pectorals just don't seem to feel this exercise although I use very heavy poundages. My chest is extraordinarily high, but is not very wide. Does this have any effect on the exercise?

- A. Indeed it does! The man who has a "barrel" chest, or a tremendously high crest to his chest seldom gets pectorals from the barbell bench press, because the bar itself touches the ribcage (thorax) before the pectorals can get any stretch at all. Since the exercise is not effective unless the pectorals are stretched to their absolute limit, I suggest you use dumbbells which per-



MONOTOSH ROY by Vince (London)
The drama of the mystic East—strange-exotic-bold

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mit an unlimited stretch, and alternate this exercise with the bent arm lateral rise (flying exercise). Be sure that no more than thirty seconds elapse between the exercises. Watch your pectorals grow-w-w-w!

Dumbbells

(Continued from page 40) them combine the weight of the dumbbell with the body leverage of the performer, plus very high repetitions, to produce results which ordinarily would be possible only with much heavier weights.

Exercise #1 is for the entire thigh region and is performed in this manner. Load the dumbbell (or both dumbbells when heavier weight can be mastered), and pressing the arm upward as shown in photo #1, squat until the buttocks touch the heels. Repeat this motion until the thighs experience a very "blown-up" feeling.

Exercise #2 is guaranteed to keep the sides of your waist in trim. Holding one dumbbell in your right hand, place your left hand behind your head . . . bend sideways as far as possible, and return to upright position. In this exercise,

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perform 25 repetitions, then transfer the dumbbell to the left hand, and even up the score with another 25 reps.

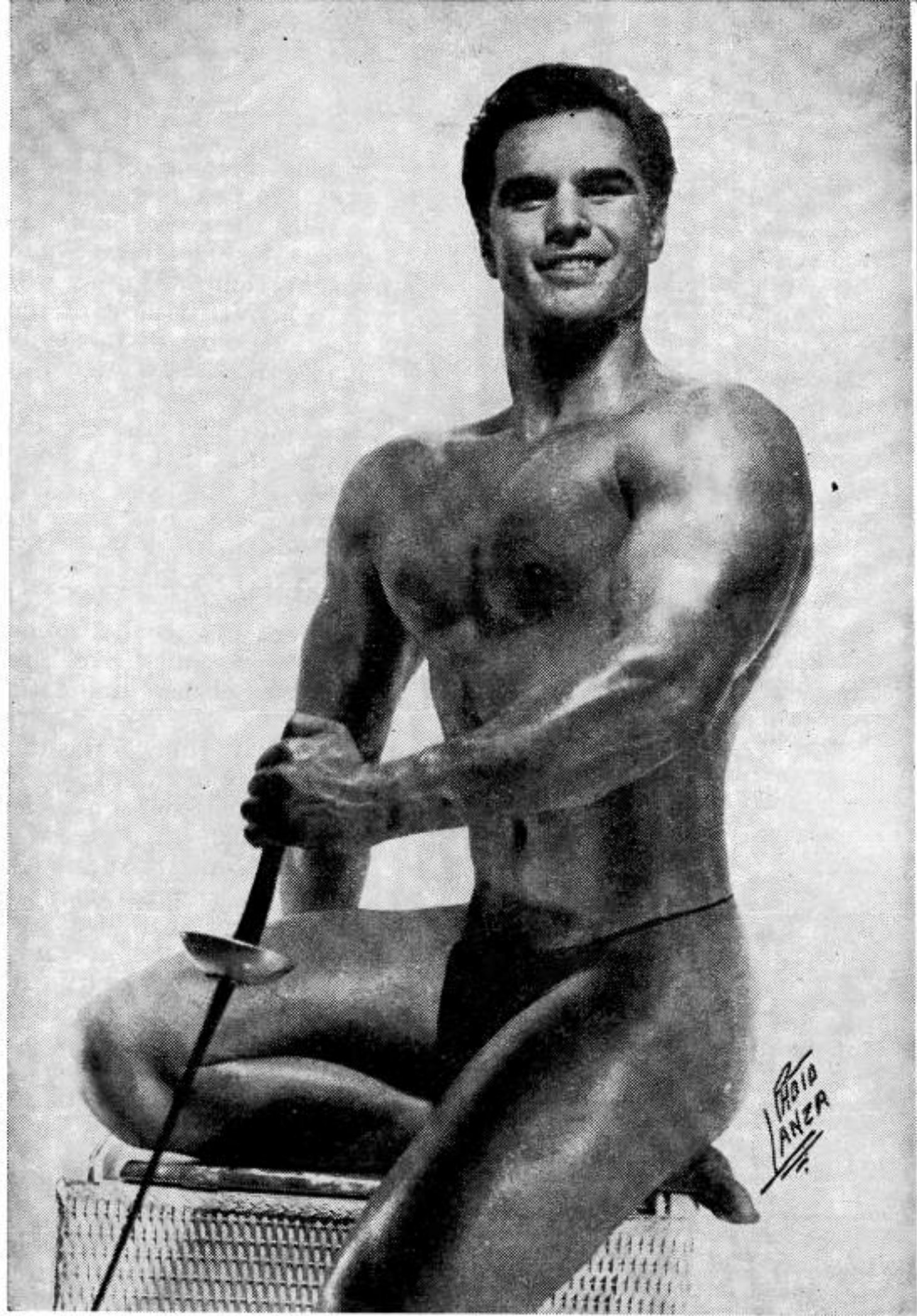
Exercise #3 brings into play the muscles of the back . . . the so-called latissimus muscles. Assume the position shown in photo #3 and raise the weight upward until it touches the armpit. Be sure that you consciously raise the weight with the back muscles, avoiding any motion that causes the arm to raise the weight for you. The arm should act merely as a hook. Perform one set of 20 repetitions before alternating the exercise with the opposite arm.

Exercise #4 is for the deltoid muscles, that unusual muscular formation which gives your shoulders that broad he-man look. Load your dumbbell up to its limit, and standing at attention in the position shown in figure #4, press the weight up to arm's length above the head, and return to shoulder height. Do this as many times, and for as many sets as your shoulder strength will permit, always balancing the effect by repeating the movement with the other arm.

Exercise #5 should be

done immediately after #4 while the shoulder and arm region is suffused with rich muscle-building blood. This is the one arm curl and it is done in this manner. Holding a suitably weighted dumbbell in one hand, and with the arm hanging at the side, bring the dumbbell to shoulder height, slowly and concentratively, and return to starting position. As in the previous exercise, this movement should be repeated until the biceps feel very "blown-up". Relax for a moment and repeat with the other arm.

Exercise #6 should be your last exercise for it makes a considerable demand on the body's recuperative power. It is the sit-up with weight behind head. At first this exercise should be done on the floor (and without weight), working up to the incline bench as it becomes progressively easier. Abe Goldberg who has modelled all these exercises shows the exact position of the body at the height of the movement. From this upright position return the body to a flat or supine position. Do as many of these sit-ups as you can . . . increasing them as your abdominal



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muscles become used to the exercise.

With these six simple exercises, using leverage and weight combined, you will have activated most of the muscle groups of the body as effectively as though you had worked out in a gym. But best of all is that extra dividend of health we promised you.

The Champ Wore Pink

(Continued from page 21)

to wreck his usually serene composure, and drive him to a state of near traumatic shock.

Saturday, June 26 was the official date of the big show . . . however, conforming to the custom of these Mr. Universe contests, the judging of the contestants, and the selection of the winners was done on the previous day, Friday. This, of course, made it imperative that Rico fly from New York no later than Wednesday . . . and thereby hangs a tale.

New York was sunny and bright that Wednesday. All the members of our gym had turned out en masse to give their friend and colleague a royal sendoff, for Rico is a prime favorite with my students. Clad in his tight-fitting V-man shirt and pink slacks he made a colorful and impressive

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satisfying quantities of nourishing food, following simple diet instructions outlined to you in FREE printed course. You are never hungry, still you lose pounds each day.

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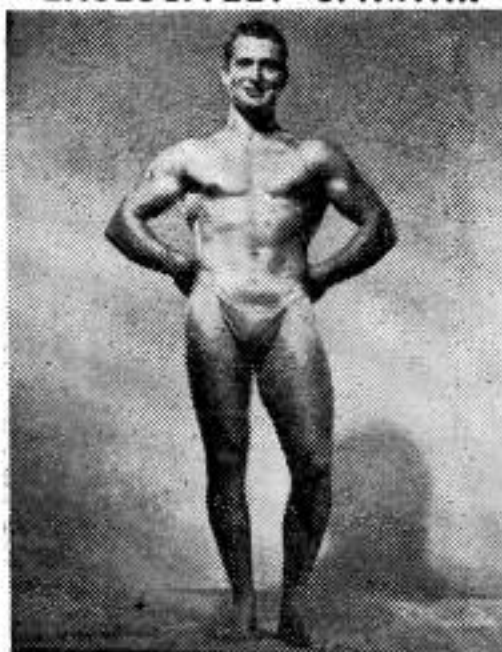
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figure as he waved us a jaunty farewell, stepped briskly into the giant grey plane, and in a matter of seconds was whisked away on the first leg of his flight.

Reaching Gander, Newfoundland in record time, the passengers alighted and chatted while the plane was being refuelled and rechecked. This having been accomplished, she once more taxied down the runway, soared off into the blue, and promptly lost a motor. The pilot maneuvered her safely back to the field, but it became obvious that she was so damaged as to be out of commission for many, many hours, thus making it necessary for passengers and crew to remain overnight in Gander.

Bright and early next morning Rico was out of bed, dashing downstairs, eagerly seeking word as to how soon they could again get under way. To his horror he discovered that the damage was far more severe than had previously been estimated, and that further flight in this particular plane was totally impossible.

At this point Rico became very apprehensive, for

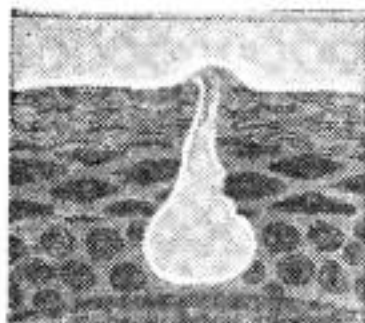
Clear up your Pimples and Blackheads fast. . . .



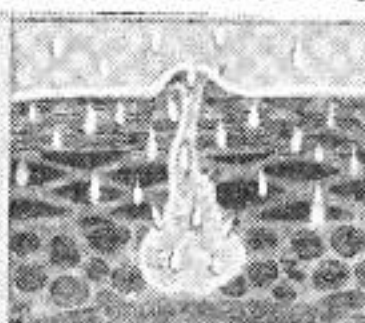
OVERCOME EMBARRASSMENT

Don't suffer the embarrassment of a blotchy, erupting skin another day! An offensive complexion ruins your chances for social fun, business advancement;—makes you feel inferior, nervous, emotionally upset. Now, all this humiliation can be avoided. You can clear up skin imperfections, improve your looks, rid yourself of ugly blemishes once and for all if you send for a Weider Clearskin Kit today. Don't worry if you have failed before—this product is new, exclusive GUARANTEED to work or your money back!

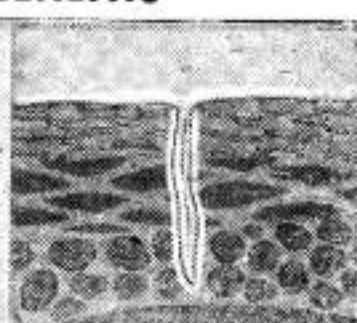
DIAGRAM SHOWS TRIPLE-ACTION BENEFITS



1 Medically pure lubricants soften surface dirt and crusty scales.



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You receive a bottle of liquid preparation to apply before retiring and a jar of skin-colored salve to wear all day which hides imperfections while medications soothe blotchy skin. This 'round the clock' treatment results in such dramatic improvement that you must see a big difference in 10 days or your money back!

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only \$3.98
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the judging was scheduled for 5:00 o'clock Friday afternoon, and here he was still in Gander with nearly a day's journey ahead of him. He decided that it would be better to inform the contest authorities of his plight, and so began a chain of cable messages which was to continue until an hour before the contest.

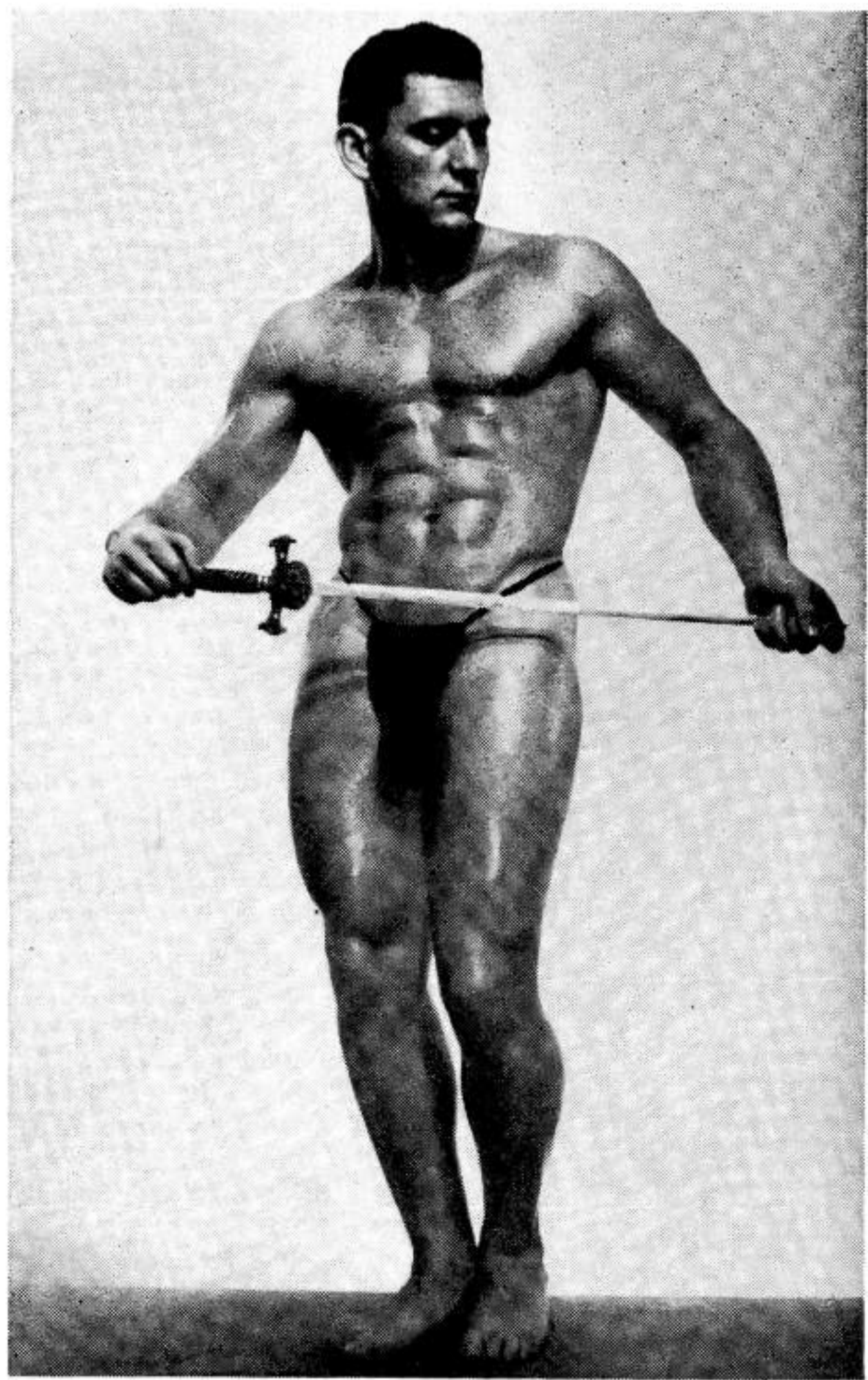
The pilot of the crippled plane was touched when he learned of Rico's mission, and promised to try to get him a seat on a TWA Constellation which was just then coming in for a landing. True to his word he was able to do so, and our hero was off once more, secure in the belief that he would still arrive in plenty of time for the contest.

But now the second mishap occurred, for the TWA plane, after it had gotten off the ground developed motor trouble and was forced to turn back. After an hour's delay, however, it again took off, and no further difficulty intervened until the plane reached Shannon, Ireland, where the motors once more conked out. Rico, as you can well imagine, must have felt that the fates were conspiring against him.

I now quote from the English publication "Health and Strength" . . . Mr. Emlyn Jenkins, secretary to the judges, is saying . . . "At last Rico was on his way from Shannon . . . still bent on fulfilling his ambition to compete in the amateur Mr. Universe contest in London later that day. Back in the Royal Hotel, the cables and telephone calls ticker-taped out his progress. Now he was at London Airport . . . now through the Customs . . . now his coach was held up . . . then silence. Such was the drama of Enrico Tomas.

"As superintendent of the judging procedure, a fateful decision weighed on me. Should I order the judges to stick to the time-table and disqualify Tomas? Or should we reciprocate his fight against such odds by a generous gesture of tolerance? I put the position to the competitors affected and there was only one answer.

"As Mr. D. G. Johnson, President of NABBA, said later at the dinner: 'They showed wonderful sportsmanship in the highest traditions of bodybuilding'. For their understanding and co-operation we were more than grateful.



JACK KLEINBERG Gebbe
Famous New York bodybuilder—a truly classic torso



Photo by: Herb Dixon
Box 651 Ocean Park, Calif.

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"By altering the order of preliminary judging I gave Tomas all the time we could engineer until it had to be met, face to face. At 5.25 p.m. I declared a break, with a deadline of 15 minutes. Towards the end of that time I re-read all the cables and messages and went out into the street. It was then that we saw the pink pants jogging along, with a beaming Mr. Johnson in company, giving a running commentary, and shaking a welcome. This was Tomas, and he had made it. *The clock stood at twenty to six!*

"In a couple of seconds there was Enrico Tomas before us, the cynosure of all eyes, as cool as a mountain spring, stripped and waiting. It went pretty slowly and soberly, until we realized that here was a champion indeed."

And so it was, that by the skin of the teeth, plus the generosity of English sportsmen, the United States has once more captured the Mr. Universe title. Its crown of victory rests lightly but with dignity on a very personable young man who is as classically perfect as any of the ancient Greek statues, but who is as friendly and wholesomely American as apple pie.



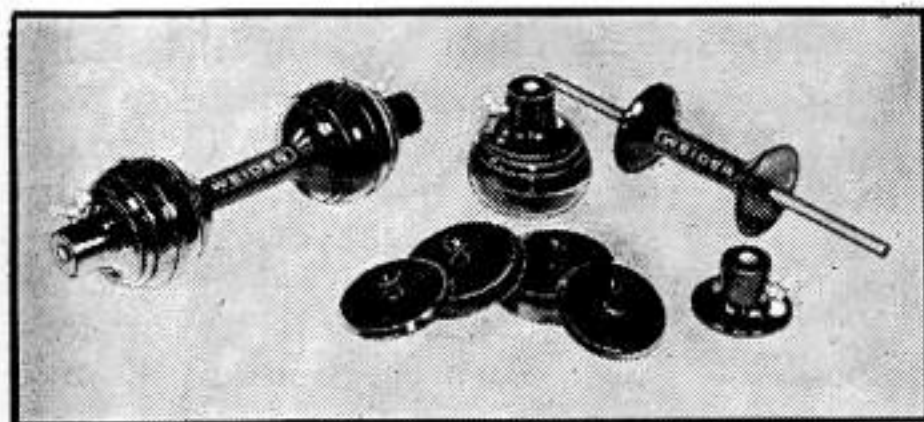
Introducing DON SCOTT

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If you've been too busy to take care of yourself and have lost your youthful physique, pep and vitality, then you're getting much less out of life than you think. How you look and feel makes a real difference in business and social success. No one admires a weak, sickly man or even wants to be his friend. Instead, he is ignored, left out of all the exciting times. So if you're not getting all the fun from life that you think you should, now is the time to decide to recapture that "Great To Be Alive" feeling again. You can,

and quickly too, if you use the Welder 'Keep Fit' Dumbbell Set a few minutes a day at home. You'll be delighted at how fast you will build a strong, healthy body, how quickly you'll add pounds and inches of muscle onto your skinny frame, or melt off excess flesh if your problem is overweight. You'll build a magnetic personality too, one that will make you a stand-out in any crowd. So don't delay . . . order your set today and all these benefits will soon be yours FREE.

FREE

Order now and receive absolutely free, an illustrated course of instruction explaining 39 medically approved exercises you can follow to build muscular arms, a thick chest, Herculean shoulders, athletic legs and a trim waist. In addition, there is special advice on diet, hygiene, massage and relaxation—everything you need to know about keeping fit in 10 minutes a day.

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Skin

(Continued from page 18)

2. In drying the face after washing, always use a blotting motion . . . never rub it dry. Rubbing pulls the facial muscles out of their proper alignment and in time will cause the face to sag. To be nominated Mr. Crepey Skin of 1954 is a dubious dubbing.

3. Your lavatory should be as clinically clean as an operating table (which in fact it is). It goes without saying that towels and wash cloths should be changed daily. Particularly is this true if you suffer from any skin disease.

4. If Father Time in his whimsical way seems to have added a few extra years to your face undeservingly . . . check to see if you aren't addicted to the excessive use of soap. There are very few good soaps. If a soap is alkaline in content, it robs the face of all its natural oil. If, on the other hand, you are using one of those little super-horrors called "super-fatted" soaps . . . please remember this . . . super-fatted soaps defeat the very purpose of soap itself . . . to cleanse. They super-impose a layer of artificial oil

over the natural oil of the skin, making thorough cleansing impossible, and frequently hastening the early advent of oily acne. Try using a 100% soapless facial detergent for the ultimate in facial cleanliness.

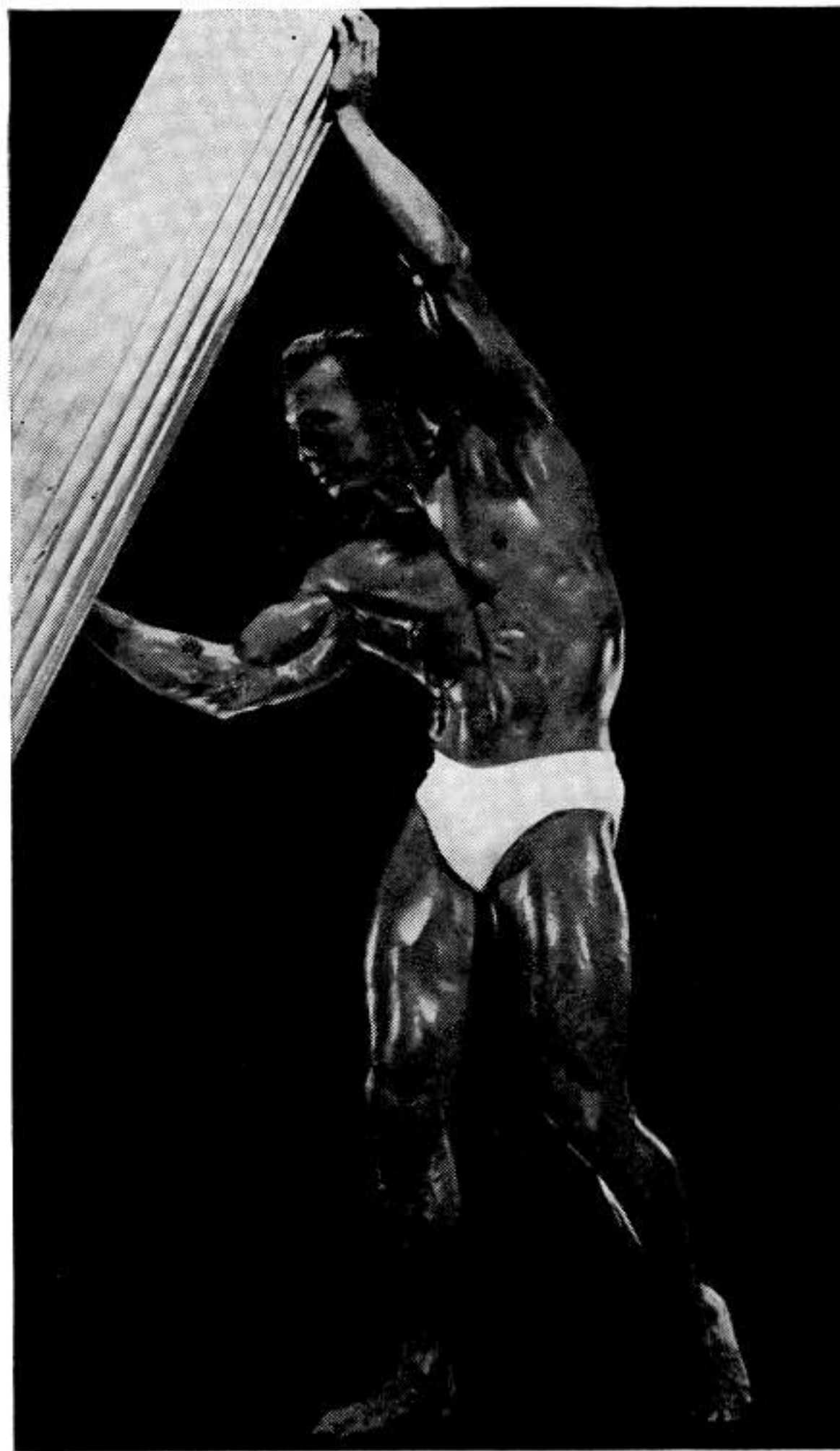
5. Since alcohol dries the skin it is advisable to use only those lotions or astringents which do not contain alcohol. If you must use such preparations, first close the pores with ice or ice-cold water, then apply only a very small amount of the lotion. To effectively close the pores, to astringisize the face, and to bring all the natural glowing color to the skin, ply the face with ice . . . beautiful, cold, patrician, crystal-clear ice . . . the world's finest and cheapest cosmetic!

6. Unless your physician prescribes facial massage, be wary . . . oh! be wary! It is preferable that your massage be done by a specialist, never by yourself unless you have been instructed in the correct technique.

7. Freckles may be attractive or unattractive depending on the point of view. If you desire to have them removed, ask your physician's advice on how to do it. Don't try to do it "by ear" lest your friends tell

**FLOYD
PAGE**

*Noted for
his superb
muscular
definition*



you that you have become excessively unattractive.

8. Sun-tan? Swell! Just be sure to use an all-organic (non-chemical) lotion.

9. All of us, particularly those who perspire copiously, should never be without an effective deodorant. In the heat of summer, spray such a deodorant generously under the arms . . . during cooler weather you may prefer to use your favorite cologne fragrance. The two should be used interchangeably, if only for variety's sake. Also, avoid the use of cream deodorants which block the pores of the skin.

10. Here's a tip for those of you who model, who pose for photographs, who are engaged in theatrical or television work, and for whom the use of make-up is indicated. Use those preparations of a pancake nature which are easily applied, and as easily removed . . . two prime factors in the maintenance of skin health. If you have a tendency toward a heavy beard, or "five o'clock shadow", and if you have a modelling date with your photographer, I highly recommend the use of Max Factor's "Panstik", a quickie pancake makeup which will assure you of **facially perfect photographs.**

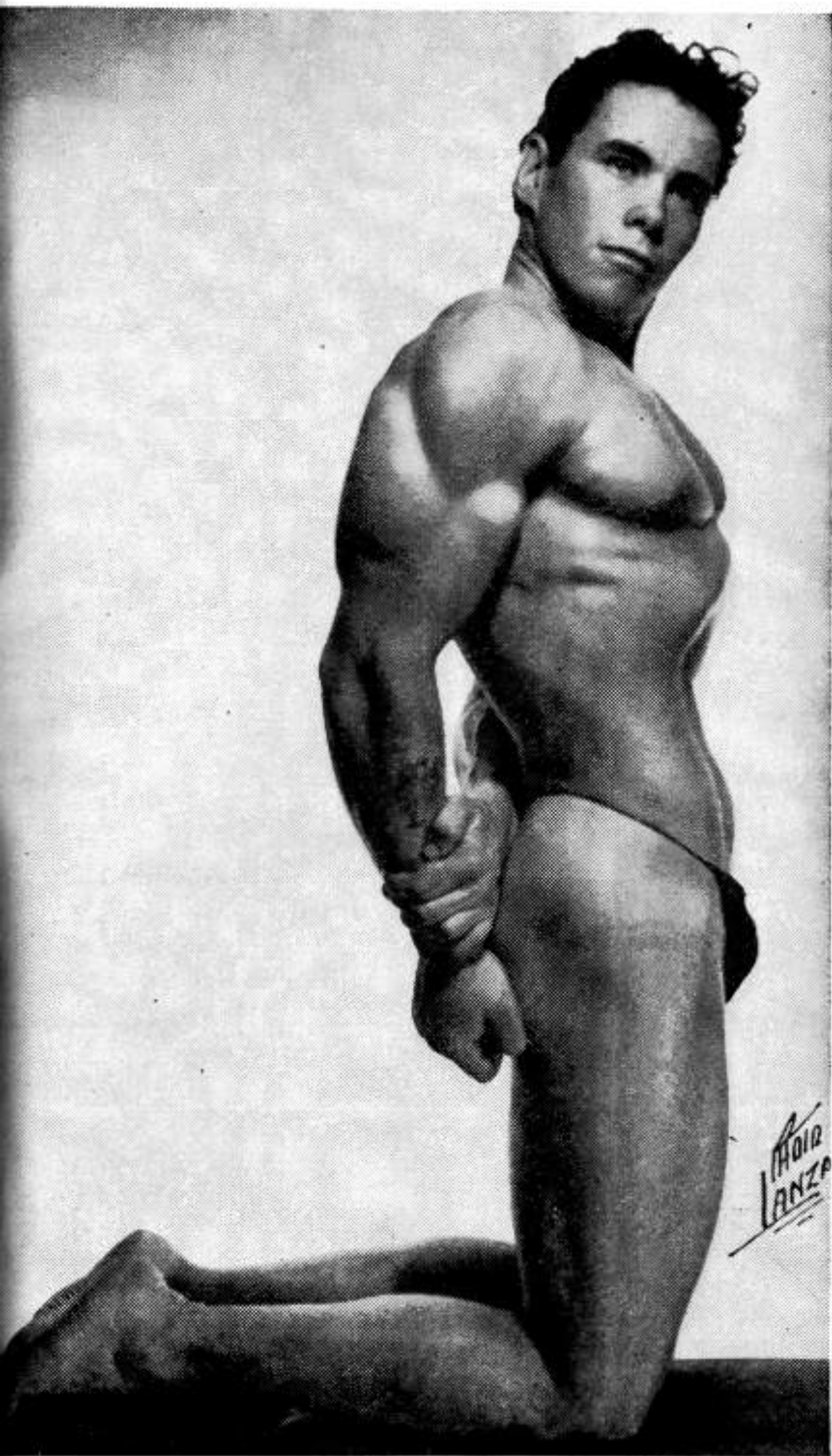
"Flex 'n' Chatter"

(Continued from page 13)
popular was cycling on the new English bikes which weigh only 17 pounds. ARTIE ZELLER and RICO TOMAS became the proud owners of these little importations, and ARTIE, trusting no one, rode it to his workouts at Abe Goldberg's gym, carrying it up all those stairs . . . not to be half safe.

Rumor has it that STEVE REEVES, with his first starring motion picture under his belt, has been signed for another . . . as we hear it, following his success in "ATHENA" STEVE is to appear in a picture tentatively titled "MR. SUPERMAN". Well bully for him!!

HAROLD LANG, famous dancer and star of the Broadway musical "PAL JOEY" is training at Goldberg's, and nice guy that he is, has promised to assist ye editor with an article on "the body beautiful as seen through the eyes of the ballet."

Late fall brought us a visit from BRUCE OF LOS ANGELES, that sterling lensman whose great photography has highlighted every issue of the Weider Publications.



**GUY
HIGGINS**

by Lanza

*One of a
new race
of
Canadian
supermen*

SKINNY Gain Up to 50 Pounds OR YOUR MONEY BACK!

Even when other methods fail, Weider Weight Gaining Food Supplements add pounds of bodyweight on the most stubborn cases!

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(before)



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WHAT I HAVE DONE FOR HIM-- I CAN DO FOR YOU!

Here's Why You Must Gain Weight!

Underweight people stay thin because they lack appetite, usually suffer from secondary anemia, possess low resistance against disease and tire so easily they take no interest in healthful living. Here is how Weider Weight Gaining Food Supplement helps them: 1—the appetite is stimulated. 2—secondary anemia is corrected. 3—resistance against disease is built up. 4—you feel so good you want to exercise and build up your body. **NOTE:** We don't just fatten you up. We build you up inside and out, making you stronger, healthier than before.

GUARANTEED

A complete list of ingredients and full instructions for use is on every label. Show to your doctor before taking and if he doesn't agree that our product will help you gain weight, you can return for a refund.



So Easy To Use
Weider Weight Gaining Food Supplement comes in either delicious flavored liquid or handy tablet form. Only 3 teaspoons a day or 3 tablets before meals and you will gain weight!

FREE — Weight Gaining Course With 3 Month Supply

Order the 3 month supply and receive **FREE** a printed course telling you the best foods for gaining weight, exercise, hygiene and other information you can use to gain weight twice as fast.

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Gentlemen: Rush me your Weider Weight Gaining Food Supplement. (Check which)

LIQUID—1 pt. (1 month supply)....\$ 3.85
—3 pts. (3 month supply) ...\$10.00

Tablets —100 Tablets\$3.50
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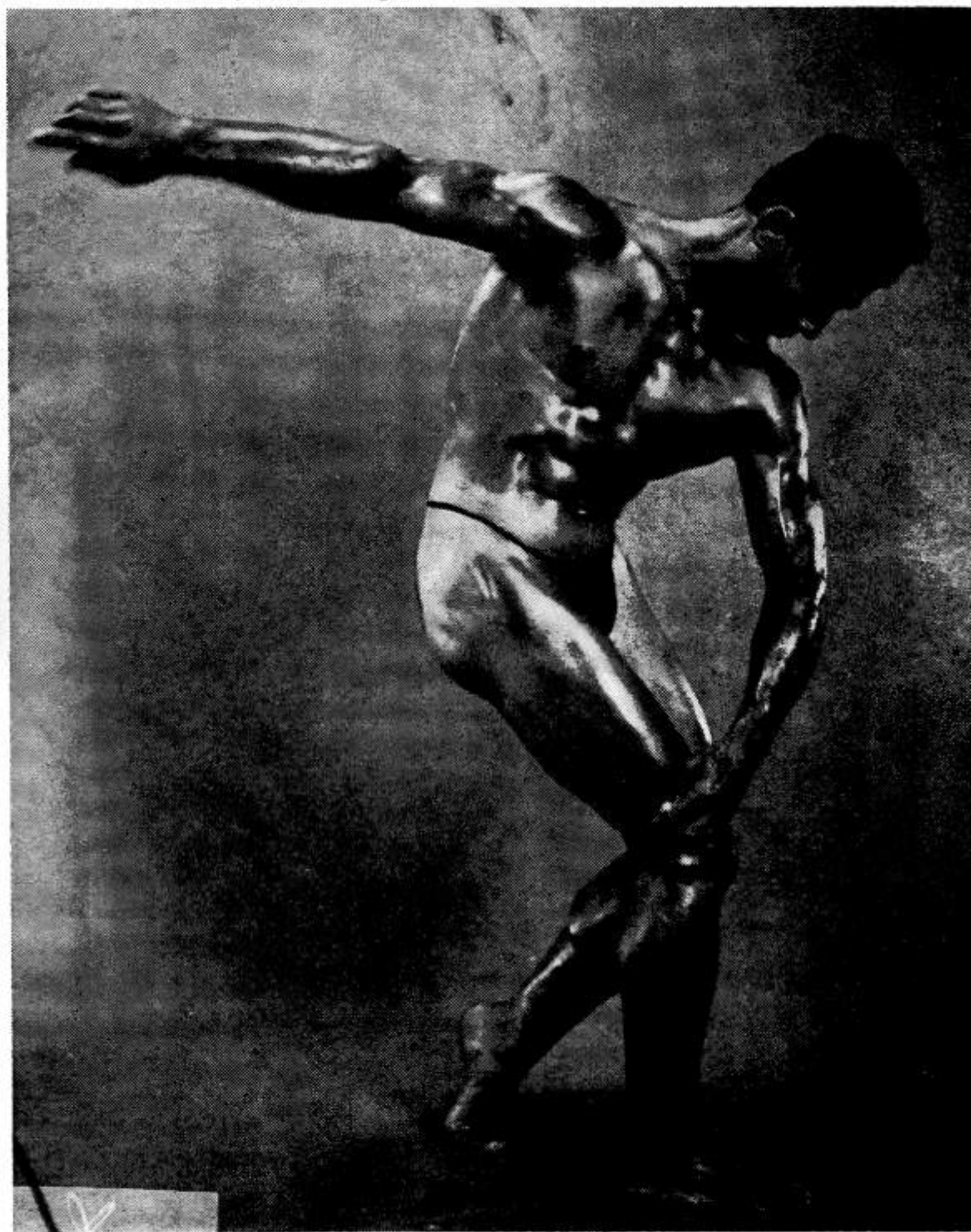
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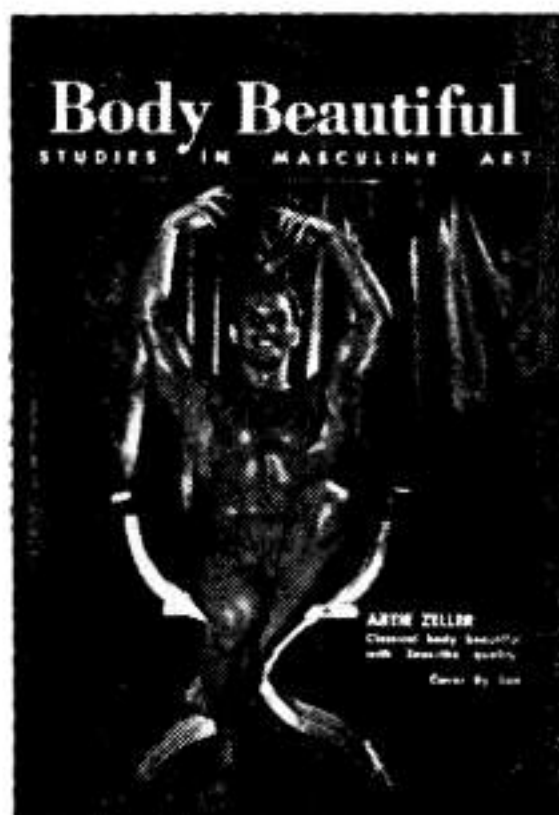
CityZone.....State.....

No COD's. Small Postage Extra. In Canada, order direct from, Weider Food Supplements, 4466 Colonial Ave., Montreal, Que., Canada.

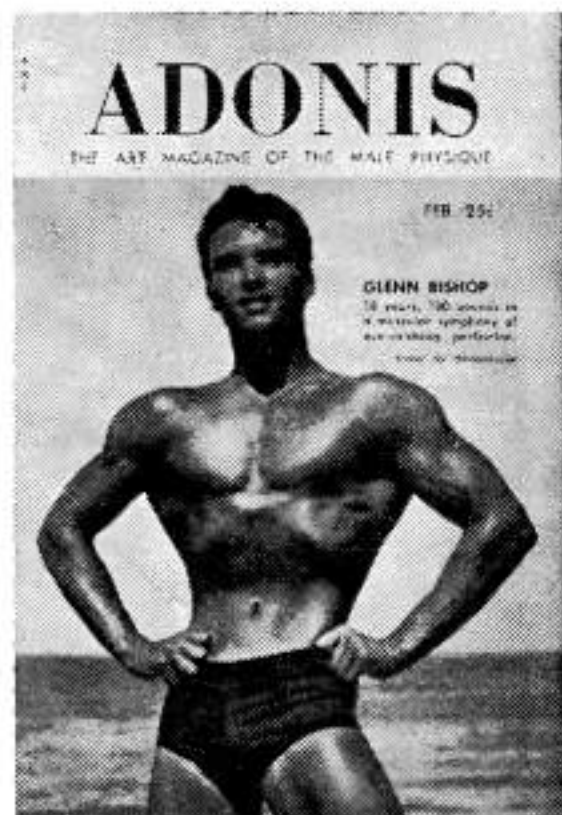
GEORGES MANOUKIAN by Arax
The Syrian interpretation of the body beautiful



IF Michelangelo were alive . . . He'd Be the First to Subscribe to



BODY BEAUTIFUL



ADONIS

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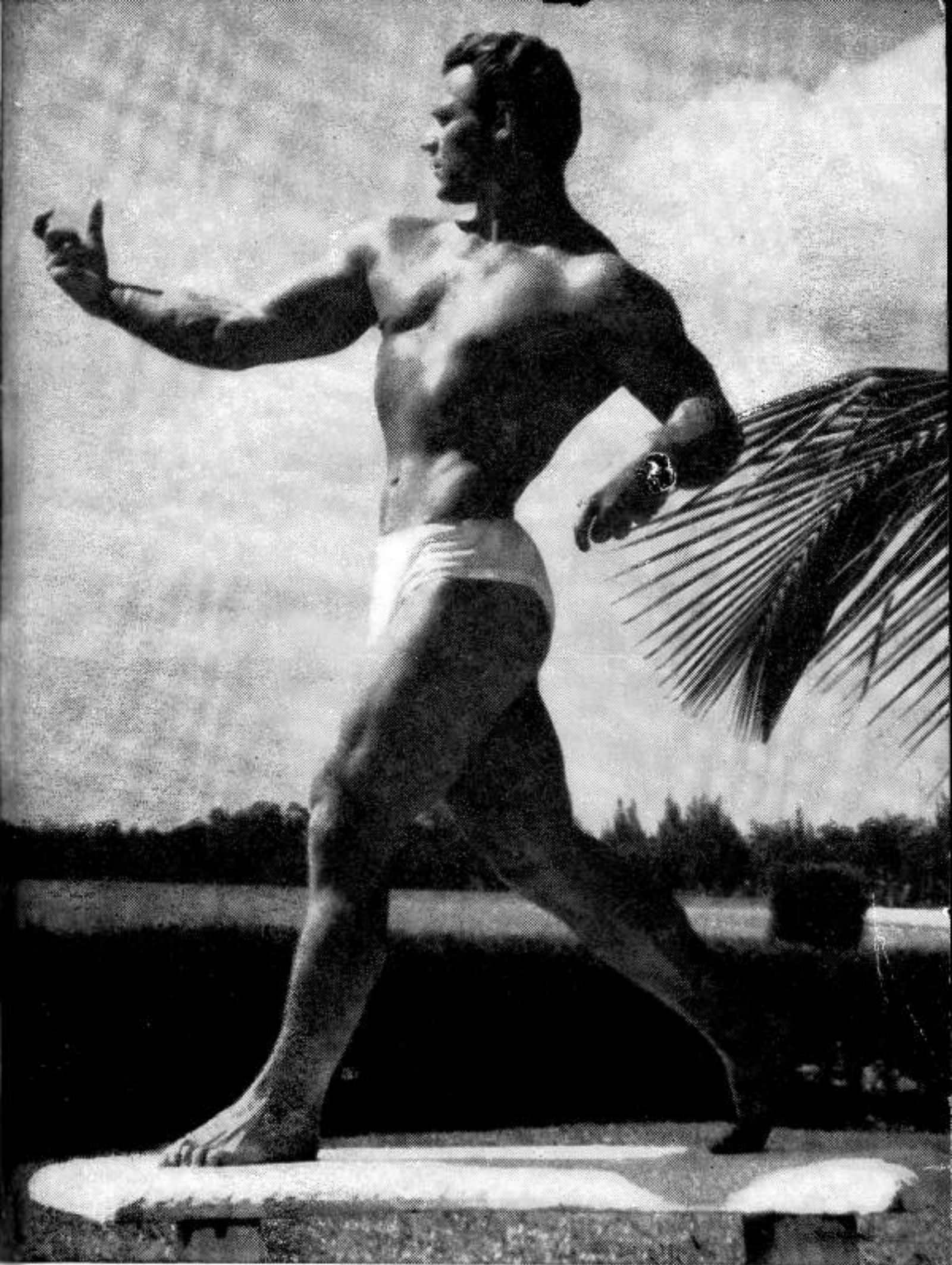
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